

# Vera Hansen

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## SUMMARY

Enthusiastic content creator with 1.5 years focused on digital storytelling, video production, and motion graphics. Proven ability to collaborate efficiently with marketing and creative teams to create engaging content that enhances brand visibility and drives engagement. Skilled in using video editing software like Adobe Premiere Pro and After Effects alongside presentation tools such as PowerPoint and Google Slides. Committed to producing high-quality work while meeting deadlines and adapting to new trends and feedback. Eager to contribute innovative ideas and fresh perspectives at Creative Hub.

## EDUCATION

### Bachelor of Arts in Media Studies

University of Texas at Austin GPA: 3.8

2026

Austin, TX

*Coursework: Digital Media, Visual Communication, Storytelling, Social Media Marketing*

## TECHNICAL SKILLS

- Video Software:** Adobe Premiere Pro, After Effects, CapCut
- Presentation Tools:** PowerPoint, Google Slides, Canva
- Graphic Design Tools:** Adobe Illustrator, Photoshop, CorelDRAW
- Audio/Video Formats:** MP4, MOV, AVI
- Content Management Systems:** WordPress, Wix, Squarespace
- Collaboration Software:** Trello, Asana, Slack
- Metrics Tracking Tools:** Google Analytics, Hootsuite, SEMrush
- File Sharing Platforms:** Dropbox, Google Drive, OneDrive
- Social Media Platforms:** Instagram, Facebook, Twitter
- Animation & Design Tools:** Cinema 4D, Blender, Premiere Rush

## SKILLS

- Video Editing
- Presentation Design
- Social Media Marketing
- Team Collaboration
- Motion Graphics
- Adobe Creative Suite
- Content Strategy
- Project Management

## EXPERIENCE

### Junior Content Creator

January 2025 - Present

The Digital Creators

Austin, TX

Contributed creatively as a junior content creator for a vibrant digital agency focused on enhancing client branding efforts. Produced compelling visual narratives through short-form videos and dynamic presentations that directly supported marketing initiatives.

- Produced engaging video content for social media that significantly boosted brand awareness and audience interaction.
- Created visually appealing animations and designs aligning with campaign objectives, strengthening visual appeal and message delivery.
- Crafted presentation materials elevating the sales pitch effectiveness, leading to increased client engagement.
- Captured and repurposed multimedia content across various digital channels, optimizing reach and retention for targeted campaigns.
- Engaged in collaborative sessions to brainstorm content strategies, helping shape innovative approaches toward audience engagement.
- Managed project timelines and content calendars, ensuring timely releases for all digital assets amidst growing demands.

### Content Development Intern

June 2024 - December 2024

Creative Media Solutions

Fort Worth, TX

Gained valuable insights into content strategy as an intern within a leading media solutions provider, supporting a range of projects designed to capitalize on emerging trends in digital media.

- Assisted in producing engaging promotional videos that received accolades for originality and artistic execution.
- Collaborated with designers in enhancing graphic elements for multiple online platforms, driving higher user engagement levels.
- Conducted research into current digital content trends, delivering actionable insights that tailored team strategies for future campaigns.
- Helped develop and organize impactful presentation decks, effectively communicating proposals and ideas to diverse stakeholders.
- Participated in performance discussions presenting recommendations based on quantitative metrics and creative session inputs, fostering a culture of continuous improvement.
- Contributed ideas during brainstorming meetings, resulting in fresh video concepts well-received by internal and external audiences.

## LEADERSHIP & AWARDS

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- Dean's List (2024)
- Creative Excellence Award, University of Texas (2025)

## CERTIFICATIONS

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- Adobe Certified Associate in Video Communication using Adobe Premiere Pro 📅 2025
- Introduction to Graphic Design Certification 📅 2025

## PROFESSIONAL AFFILIATIONS

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- Member, University Media Club
- Volunteer, Local Nonprofit Film Festival

## LANGUAGES

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- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

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**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

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AVAILABLE ON REQUEST