



# Danna Villegas

## Multimedia Content Creator

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### SUMMARY

Creative multimedia content creator with over five years of experience in video and photo production specifically for gaming and technology. A driven storyteller passionate about crafting engaging social media content that resonates with diverse audiences. Adept in utilizing Adobe Premiere Pro and After Effects to produce high-quality visuals, complemented by a strong portfolio showcasing work across various platforms. Collaborated closely with cross-functional teams to enhance content strategies based on audience insights and data analytics. Prioritized alignment with brand objectives while managing multiple projects effectively, ensuring timely delivery with exceptional quality.

### EXPERIENCE

#### Multimedia Content Creator

Innovative Media Solutions 📅 January 2022 - Present 📍 Chicago, IL

Lead multimedia content creation efforts for social media campaigns focusing on gaming and tech sectors. Collaborate with diverse teams to generate impactful visual narratives, directly contributing to strategic marketing goals and audience engagement growth.

- Design and produce original videos and images, ensuring exceptional quality and audience connection.
- Work collaboratively with social media and content teams to create compelling stories tailored to gaming audiences.
- Utilize Adobe Premiere Pro and After Effects for efficient editing and post-production, finalizing deliverables that meet branding criteria.
- Monitor social media trends to inform innovative content strategies enhancing audience outreach.
- Direct video shoots and manage set production, aligning smoothly with company marketing narratives.
- Analyze audience engagement metrics to refine content strategies based on data-driven insights.

#### Video Production Specialist

Creative Media Group 📅 June 2019 - December 2021 📍 Los Angeles, CA

Delivered high-quality video content for multifaceted marketing campaigns across digital platforms. Successfully collaborated with marketing teams to devise visually engaging strategies that foster deep audience connections.

- Produced and edited robust visualization content for diverse platforms, particularly within social channels.
- Developed animated graphics leveraging Adobe After Effects, seamlessly integrating into overall storytelling.
- Managed multiple concurrent projects, navigating tight deadlines while ensuring high-caliber output.
- Contributed proactive ideas during brainstorming sessions, which sparked innovative solutions in content development.
- Analyzed social media performance data and presented actionable insights influencing future content direction.
- Supported client communications throughout the project lifecycle, ensuring complete satisfaction throughout engagements.

#### Social Media Content Creator

Digital Innovations Inc. 📅 March 2017 - May 2019 📍 Austin, TX

Focused on developing engaging social media strategies within tech and gaming niches, fostering growth and community building through compelling content delivery.

- Crafted imaginative social media content to engage users on popular platforms such as Instagram and Twitter.

### STRENGTHS



#### Creativity

Cultivated fresh approaches to branded content creation, sparking interest and driving engagement. Colleagues regularly referred to this creativity as inspirational when brainstorming.



#### Collaboration

Forged strong partnerships with various teams, transforming wild ideas into cohesive campaigns. Strong communication knocked down barriers among team members.



#### Adaptability

Effectively juggled multiple priorities amidst shifting project deadlines, responding dynamically to changes around focused execution.



#### Analytical Thinking

Regularly interpreted audience data to inform content transformations, resulting in impactful changes used across teams. Initiatives gained wider acceptance thanks to clear rationale.



#### Technical Proficiency

Leverage advanced skills in software tools like Adobe Suite to consistently deliver polished results. Industry benchmarks often matched work produced in studio settings.

### SKILLS

Video Production & Editing

Adobe Creative Suite

Social Media Strategy

Content Creation

Visual Storytelling

Project Management

Animation & Graphics

Audience Engagement

Brand Strategy Development

Data Analysis

Cross-functional Collaboration

Trend Analysis Cinematography

Photography

Networking & Communication

Creative Writing

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● Multimedia Content Creator at Innovative Media Solutions (4.4 Years)

● Video Production Specialist at Creative Media Group (2.5 Years)

● Social Media Content Creator at Digital Innovations Inc. (2.2 Years)

- Collaborated with design teams to create striking visual assets aligned with overarching campaign goals.
- Executed comprehensive video shoots and editing processes, maintaining quality standards consistent with branding requirements.
- Engaged extensively in planning sessions providing creative input that shaped diverse content offerings.
- Maintained a personal account showcasing a professional portfolio, expanding reach and establishing industry credibility.
- Interpreted audience analytics to optimize and adjust content placement, increasing overall engagement rates.

## LEADERSHIP & AWARDS

- Won 'Best Video Campaign' award from Digital Marketing Association, 2025
- Recognized for excellence in content strategy at Creative Media Group, 2021

## EDUCATION

### Bachelor of Arts in Multimedia Production

University of Illinois at Chicago 🎓 GPA: 3.8 📅 2016 📍 Chicago, IL

**Coursework:** Video Editing, Digital Media, Graphic Design, Content Strategy

## CERTIFICATIONS

- Adobe Certified Expert (ACE) in Premiere Pro 📅 2024
- Social Media Marketing Certification 📅 2025

## TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve
- **Animation Tools:** Adobe After Effects, Blender, Mocha Pro
- **Social Media Platforms:** Instagram, Twitter, Facebook, TikTok
- **Content Management Systems:** WordPress, Squarespace, HubSpot
- **Graphic Design Software:** Adobe Photoshop, Illustrator, Canva
- **Staging Equipment:** Consumer Cameras, Stabilizers, Lighting Kits
- **Analytics Tools:** Google Analytics, Hootsuite Insights, Sprout Social
- **File Formats & Codecs:** MP4, MOV, AVI, H.264
- **Project Management Tools:** Trello, Asana, Basecamp
- **Audio Software:** Audacity, Adobe Audition, GarageBand

## PROFESSIONAL AFFILIATIONS

- Active member of the Digital Content Creators Alliance since 2020
- Volunteer contributor at Local Gaming Args promoting community-focused media projects

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST