



# Londyn Callahan

## YouTube Content Creator

📞 (605) 555-1234 ✉️ londyn.callahan@email.com

🌐 linkedin.com/in/londync allahan 📍 123 Wellness Lane, Sioux Falls, SD 57104

### SUMMARY

Creative content creator with a strong background in producing engaging video content focused on women's wellness. Hands-on experience in video production, editing, and social media strategy demonstrates a commitment to quality. Passionate about empowering women through informative and relatable content. Work demands adaptability and ingenuity, which has fueled the ability to evolve styles to resonate deeply with audiences. Engaging video strategies developed contribute significantly to community building. Collaboration thrives within teams dedicated to delivering exceptional experiences, ensuring meaningful connections through impactful narratives.

### EDUCATION

#### Bachelor of Arts in Communication

University of South Dakota 🎓 GPA: 3.8 📅 2026 📍 Sioux Falls, SD

**Coursework:** Media Theory, Digital Storytelling, Public Relations, Health Communication

### TECHNICAL SKILLS

- **Video Editing Tools:** Adobe Premiere Pro, Final Cut Pro, Camtasia
- **Content Creation Strategies:** Scriptwriting, Storyboarding, Feedback Integration
- **Audience Engagement Platforms:** YouTube, Instagram, Facebook
- **Project Management Tools:** Trello, Asana, Google Drive
- **Analytics Software:** Google Analytics, YouTube Analytics, Hootsuite
- **Production Equipment:** DSLR Cameras, Microphones, Lighting Kits
- **Social Media Tools:** Canva, Buffer, Sprinklr
- **Digital Marketing Techniques:** SEO, Email Marketing, Influencer Outreach
- **Research Methodologies:** Surveys, Focus Groups, Data Analysis
- **Collaboration Platforms:** Slack, Zoom, Microsoft Teams

### EXPERIENCE

#### Content Creator

University Project 📅 January 2025 – June 2026 📍 Sioux Falls, SD

Content Creator focused on midlife wellness. Specialized in developing engaging video content promoting health tips for women aged 45-64. Collaborated effectively with diverse teams, utilizing advanced video editing tools to enhance engagement. Integrated feedback loops into production processes, driving content evolution to align with audience needs.

- Produced high-quality videos addressing topics like fat loss, exercise routines, and hormonal balance.
- Collaborated on scriptwriting and storyboarding, aligning productions with viewers' interests.
- Utilized analytics to guide improvements in viewer engagement across various platforms.
- Responded to audience feedback actively, refining future videos for maximum resonance.
- Conducted thorough research on relevant health topics, ensuring content integrity and factual accuracy.
- Showcased creative projects to professors, garnering recognition for innovative storytelling.

#### Team Lead

Hackathon Project 📅 March 2025 📍 Sioux Falls, SD

Led a dynamic team in producing wellness-themed videos during a significant hackathon event. Inspired collaboration yielded innovative insights into midlife wellness challenges, directly contributing to high-quality content deliverables.

- Steered project direction, fostering teamwork during tight time constraints to ensure timely delivery of compelling wellness videos.
- Implemented project management tools that streamlined workflows and enhanced task division.

### STRENGTHS



#### Creative Storytelling

Craft unique narratives that engage women approaching midlife. Tailored messaging resonates with their personal journeys and struggles.



#### Team Collaboration

Coordinate efforts with remote teams, cultivating a supportive environment dedicated to elevating each other's strengths.



#### Video Editing Proficiency

Adept at employing advanced tools such as Adobe Premiere Pro. Elevate video quality significantly while maintaining engaging formats.



#### Analytical Approach

Critically assess viewer data and trends, allowing informed adjustments that enhance viewer connection and retention.



#### Strong Communication Skills

Facilitate open dialogues with peers and audiences, nurturing an inclusive space for constructive feedback and growth.

### SKILLS

#### Video Production

Editing Software (Adobe Premiere Pro)

#### Social Media Strategy

#### Audience Engagement Analysis

#### Content Development

## LANGUAGES

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English Native

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Spanish Intermediate

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## MY CAREER

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● Content Creator at University Project (1.4 Years)

- Extracted input from team members and participants, cultivating a collaborative atmosphere that nurtured creativity.
- Presented final video content to over 100 attendees, receiving accolades for relatability.
- Executed a strategic post-hackathon social media campaign to amplify viewership.
- Compiled comprehensive documentation on project processes and outcomes for future reference.

## LEADERSHIP & AWARDS

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- Dean's List, University of South Dakota, 2025
- Best Presentation Award, Communication Studies Capstone, 2026

## CERTIFICATIONS

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- Content Marketing Certification 📅 2026
- Video Production Fundamentals 📅 2025

## PROFESSIONAL AFFILIATIONS

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- Member, Women's Health Advocacy Group, University of South Dakota
- Organizer, Annual Wellness Fair, University of South Dakota

## 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