

Sommar Washington

Marketing | Content Creation | Production Coordination

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EXPERIENCE

Brand Strategist & Content Creator Apprentice | One Creator Lab | Remote Aug 2024 - Dec 2024

- Collaborated with creative teams, including art directors, copywriters, producers, and strategists from leading agencies to develop branded campaigns for spec work with brands such as Audi, White Claw, Afterpay, and Spirit Airlines
- Conducted in-depth industry research and applied real-world insights to craft culturally relevant content aligned with brand goals and target audience preferences.
- Developed a strong foundation in advertising essentials, including research, strategy, and media planning (both paid and earned), ensuring the creation and execution of effective marketing campaigns.
- Produced engaging presentations to pitch campaign concepts to agencies and brand stakeholders, incorporating feedback to refine ideas.

Associate Producer | BAYCAT Studio | San Francisco, CA (Hybrid) Jan 2023 - June 2024

- Produced and directed 30+ productions that aligned with the company's mission and organizational goals
- Conducted on-set interviews with talent and provided creative direction support to camera operators for b-roll capture, interview location setups, and lighting, resulting in enhanced project execution progress
- Developed and executed creative concepts for film projects with a team and collaborated with directors and cinematographers to achieve desired visual and narrative effects
- Organized pre and post-production meetings with departments and clients to identify client needs by building pitch decks, and strategic concepts in executing client project vision resulting in a 15% increase in client satisfaction

Production Coordinator | BAYCAT Studio | San Francisco, CA (Hybrid) Feb 2022 - Jan 2023

- Coordinated logistics and managed crews for 80+ production sets, which included client communication, sourcing and contracting local crew, hiring up to 25 crewmembers, building call sheets, planning meals, and ensuring safety on productions
- Skilled in post-production coordination, including managing workflows, timelines, and communication among cross-functional teams to ensure high-quality content delivery
- Ensured production stayed on budget production schedules, tracking expenses and ensuring adherence to financial guidelines
- Reviewed 100+ Production Manager, Videographer and Production Technician, Creative Producer and Mentor, and Internship resumes and portfolios, interviewing candidates and contributing to the decision-making and selection process during the team talent acquisition search

Programming Operations Intern | C-SPAN | Washington, D.C. Jan 2020 - April 2020

- Worked closely with the editorial, technical, and information systems staff to coordinate graphic and script elements for on-air production to ensure quality, balanced programming
- Created daily on-air promotional videos, including script writing, editing, and creating graphics for Washington Journal and Capital News headlines
- Recorded voice-overs for over 21 scripts using audio equipment to announce the winners of *StudentCam 2020*, which aired daily in April 2020
- Collaborated with a team of 10 interns to produce, capture, and edit a new employee *Welcome Video* for the onboarding process

EDUCATION

University of California Berkeley, B.A. in Media Studies

- University of California Washington Program: Washington D.C.
- Study Abroad: Federal University of Bahia: Salvador, Bahia, Brazil

COOP Careers - Digital Marketing Apprentice Feb 2023 - June 2023

- Devoted 16 weeks to learn digital marketing skills with a focus on Google Analytics, SEO, SEM, programmatic, paid social, and Excel (Pivot Table, VLOOKUP) to retrieve and analyze data on a series of topics
- Enhanced team building, decision-making, and public speaking skills by collaborating on a digital marketing project, building a strong network, and accelerating career growth.

BACV Video Production Bootcamp June 2023

- Engaged in immersive film boot camp, mastering practical skills across pre-production, camera operation, lighting, sound recording, editing software, and post-production

SKILLS

Technical: Adobe Premiere Pro, Cap Cut, Photoshop, Asana, Microsoft Excel, Google Workspace, Data Entry, Canva, Pre & Post Production, Production and Schedule Management, On-set Interviewing, Camera Operation, Scriptwriting