

West Milford, NJ USA
862-377-1852
elisa@broadapproach.net
<https://www.linkedin.com/in/elisatornow/>

Elisa Tornow

CAREER PROFILE

Video Producer and Editor with expertise in creating compelling content for external and internal audiences in the Automotive, Technology, Education, and Construction industries

Core competencies include: *Video content creation, project management, social media channels, digital marketing, vendor relations, executive relations, community management, storytelling, teleprompter*

EXPERIENCE

Community Manager and Video Editor, WMGI/NFT Academy — (Remote)

January 2022 to March 2023

- Assessed community feedback and created content to meet community needs onboarding videos to multi-part training videos
- Co-ordinated lecture schedules of instructors and acquired and scheduled guest lecturers
- Designed and posted daily video highlight reels from Live Trainings to social media sites

VP – Digital Creative Director, Digonary, LLC — Paramus, NJ

February 2020 - December 2022

- Collaborated with the creative, sales and customer success teams to develop concepts, storyboards, and shot lists for various video projects
- Managed relationships with external vendors, including selection, outsourcing, and quality control to meet client requirements
- Consulted with stakeholders from Pre-production through Post-production and trafficking
- Worked within Brand Standards for individual clients, to create unique marketing styles and strategies
- Manipulated and edited media content and creative assets, including acquisition and licenses of stock assets to create advertisements
- Crafted and executed Social Media videos, posts, and graphics
- Continuously discovered and implemented new editing technologies and industry's best practices to maximize efficiency

Curriculum Design Specialist - Contract, The Creative Group (Konica Minolta) — Ramsey, NJ

2015 - 2018

- Operated and maintained video equipment, including cameras, lighting, teleprompter and audio devices, to ensure optimal quality of footage
- Directed talent as needed, adjusted script as necessary for proper speech flow while keeping script on topic
- Edited raw footage, ensuring seamless transitions, proper pacing, and alignment with the desired narrative
- Worked on multiple projects while maintaining high-quality output within tight deadlines
- Managed assets, talent, and production staff for monthly live event broadcast and recaps
- Recorded and edited voiceovers for training videos
- Created and reviewed shooting scripts and raw materials for a shot decision list based on scenes' value and contribution to continuity
- Used creative thinking and problem-solving abilities to address challenges during video production

OTHER EXPERIENCE

Video Producer, Virtual Media Solutions – Produced broadcast ready cable advertisements and social media posts for Automotive Dealerships

Video Producer, Riverside Partners (formerly Sid Paterson Advertising NJ) – Produced broadcast ready cable advertisements, vlogs, and social media posts for Automotive Dealerships

Director of Development, Lang Syne Films – Reviewed and recommended incoming scripts for production; collaborated with developing writers to enhance existing scripts

EDUCATION

Ithaca College, Danby, NY

BFA - Theatrical Production Arts – Technical

SKILLS

Adobe Creative Suite (Premier Pro, Media Encoder, After Effects, Audition, Photoshop, Illustrator, InDesign, Adobe Express, Firefly), MS Office Suite (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides), Final Cut Pro, Mac & Windows platforms, Stable Diffusion, Chat-GPT, Social Media (X, LinkedIn, Facebook, Instagram, YouTube, Discord, Meta Business Suite, Signal, WhatsApp), Final Draft, Celtx, Zoom, Google Meet, OBS Studio, Streamlabs, Asana, Canva