

# RED OLIVEIRA

## COMMUNICATION AND CONTENT SPECIALIST

### CONTACT

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www.unitedvisuals.net

### EDUCATION

2022 - 2024

THE COLLEGE OF NEW JERSEY

- Bachelor in Communication
  - Photo/Video Minor
- Consistently on Dean's list
- NJSTAR II
- LTV, Environmental club, She's the First Chapter

2020-2022

UNION COLLEGE OF NJ

- Associate of Arts
- American Honors, Phi Theta Kappa
- Soccer and Golf team

### SKILLS

- Camera operation (Video/Photography)
- Written and verbal communication
- Project and time management
- Marketing
- Troubleshooting
- Cinematography
- Video Editing (DaVinci, VN)
- Photo Editing (Lightroom, Adobe)
- Attention-to-detail
- Learns skills quickly
- Social Media strategy

### LANGUAGES

- English (Fluent)
- Portuguese (Intermediate)
- Spanish (Basics)

### PROFILE

Dedicated communicator with a natural flair for articulating ideas in ways that resonate deeply with diverse audiences. I am a passionate storyteller and thrive on crafting narratives that captivates audiences, through cinematic photo and videography.

### WORK EXPERIENCE

#### Marketing and Social Media Coordinator

2024 - PRESENT

HUNTERDON ACADEMY OF THE ARTS

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team, fostering a collaborative and results-driven work environment.
- Monitor brand consistency across marketing channels and materials.

#### Marketing and Production Assistant

FEB 22 - PRESENT

GET FRESH BOOKS PUBLISHING COMPANY

- Orchestrate virtual and in-person poetry readings
- Manage content creation and publishing of on-site readings and events
- Record and edit multimedia content for social media and marketing

#### Social Media Photo/Videographer

2024

NEWTOWN SPORTS TRAINING CENTER

- Photographed and recorded athletic sessions
- Edited photos and combined media and videos to produce reels
- Published content using social media strategies to build engagement

#### Athletic Videographer

FEB 23' -24'

THE COLLEGE OF NEW JERSEY

- Reported to a variety of athletic events/games
- Captured high-quality highlights to enhance content value
- Edited and published innovative content

#### Multimedia Producer Intern

2022-2024

TCNJ MARKETING AND OUTREACH DEPARTMENT

- Documented and promoted key events within the department
- Produced compelling multimedia content through photo & videography
- Conduct interviews to create promotional videos and marketed content for an enhanced online presence