

## **KRISTA GUENZEL**

Ewing, NJ | 609-558-3052 | kguenzel8@gmail.com

LinkedIn: [linkedin.com/in/krista-guenzel-1585a422a](https://www.linkedin.com/in/krista-guenzel-1585a422a)

### **PROFESSIONAL SUMMARY**

Versatile Film and Media M.A. graduate combining hands-on production coordination with high-performing social media content strategy. Experienced managing short-form video from pre-production through analytics, supporting branded shoots, and growing engaged digital audiences. Highly organized, deadline-driven, and prepared to contribute to both production teams and social/media departments.

### **PRODUCTION & SOCIAL MEDIA EXPERIENCE**

Content Producer & Social Media Manager — Jesper the GSD | 2023–Present

- Produce and manage end-to-end short-form video projects including concept development, shot planning, filming, and editing.
- Execute multi-platform social strategy across Instagram and TikTok, optimizing content using platform analytics.
- Partner with 10+ national brands to deliver UGC campaigns aligned with creative briefs and deadlines.
- Coordinate production logistics including timelines, asset management, and deliverable tracking.
- Prepare shoot environments, manage footage organization, and maintain efficient post-production workflow.
- Drive audience growth through trend monitoring, community engagement, and performance analysis.

### **EDUCATION**

#### **M.A., Film and Media — Arizona State University, 2025**

Coursework: Film Analysis; Digital Media Studies; Media Industries; Cultural History of U.S. Television; Race, Gender & Sexuality in Media; Authorship in Film & Media; Media Stardom & Celebrity; Media, Technology & Society; Graduate Capstone Seminar

#### **B.A., New Media, cum laude — University of Maine, 2023 | Minor: Graphic Design**

Coursework: Intro to Film, New Media Design, Time-Based Media, Graphic Design I & II, Digital Coding, Digital Art, Advertising Media & Society, Collaboration & Development, UX Design, Marketing, Business & Technology, New Media Capstone

### **ADDITIONAL PROFESSIONAL EXPERIENCE**

#### **Office Coordinator — Orlando Family Chiropractic | 2023–Present**

- Manage complex scheduling, client communications, and detailed digital records in a fast-paced environment.
- Demonstrated strong multitasking, organization, and deadline management skills.

#### **Camp Counselor & Art Specialist — Ewing Recreation Dept | 2017–2024**

- Led structured creative programming and supervised large groups in dynamic settings.
- Strengthened visual storytelling and team leadership skills.

## **PRODUCTION & SOCIAL SKILLS**

Production coordination • Shoot planning • Social media strategy • Short-form video • Adobe Premiere Pro • Photoshop • Final Cut Pro • CapCut • Canva • Meta Business Suite • Social analytics • UGC • Community management • Asset management • Time management

## **PORTFOLIO**

Instagram: @jesper\_the\_GSD | LinkedIn: [linkedin.com/in/krista-guenzel-1585a422a](https://www.linkedin.com/in/krista-guenzel-1585a422a) | <https://kristaguenzel.myportfolio.com>

UGC samples, short-form edits, and brand collaborations available upon request.