

Savanah Winn

<https://savanahwinnportfolio.my.canva.site/> | Savanahwinn8@gmail.com | 410-299-2881

EDUCATION

Temple University

Bachelor of Film and Media Arts | GPA: 3.9

Philadelphia, PA

May 2024

WORK EXPERIENCE

Temple University - "Don't Miss Your Exit"

Creative Director

Philadelphia, PA

Jan 2023 - May 2024

- Led a team of 25 through the digital media process, from pre-production to post-production, ensuring every step was completed diligently using shot lists, pitch decks, scripts, lighting plans, and content calendars
- Developed and implemented digital content production, including social media graphics, videos, and blog posts, to promote the project and engage the target audience
- Managed media relations and collaborated with the creative team to raise \$5,000 for budget allocation, create production content schedules, and maintain a consistent campaign through Adobe Creative Suite

Just Be Publishing - "Seven Documentary"

Producer

Baltimore, MD

Jan 2024 - July 2024

- Applied knowledge in graphic design and KPI studies to produce visually compelling marketing materials such as moving video and photography for digital social media content for online viewers using a modified budget of \$2,000
- Constructed engaging digital content through the communication of schedules, photoshoots, video editing, and graphic design of promotional materials (infographics, photo markups) for social media branding
- Developed media campaigns and managed social media posts across platforms, ensuring alignment with the documentary's mission and strategic media plans

Lou Reda Productions

Media Development Intern

Philadelphia, PA

Aug 2022 - Dec 2022

- Researched and coordinated entertainment topics for pitch readiness and network introduction with the creative services team
- Handled all administrative tasks related to development support, including managing schedules, coordinating meetings through Microsoft Office, and preparing documents for review
- Assisted with the program development process for the Vietnam Vet series, leading to the coordination of potential cast interviews and crucial information gathering via email campaigns

New Media Film Festival

Creative Admin Intern

Los Angeles, CA

Mar 2022 - Mar 2022

- Created marketing material and lineups for press releases and entertainment curation on public websites, blogs, and social media, enhancing brand image and audience engagement through effective community management
- Applied KPI research to stir interest in the festival and media platforms, while collaborating on press event coverage and processing content for distribution across public platforms

Bloomberg Arts Internship

Social Media Intern

Baltimore, MD

Jul 2019 - Aug 2019

- Managed the development and execution of a comprehensive on-site social media engagement strategy to increase brand visibility and audience engagement for media campaign surrounding teen perspective in Baltimore City
- Raised over 100 followers in one month on Instagram through ads and content creation software (Canva), strengthening brand image by enhancing the online presence through regular updates and organized content across Instagram and YouTube

SKILLS

Microsoft Office, Adobe Creative Suite, Photography, Video Editing, Canva, Social Media, Digital Content, Media Relations