

Krynn Porter

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Summary

Creative, motivated and dedicated professional with great communication and digital skills. Experience in planning campaigns, creating digital and print content, analyzing data and large events with a net growth upwards towards 100K. Seeking a rewarding position in a fast-paced, challenging creative work environment.

Skills

- Adobe Creative Cloud - Video Content Production & Editing - Graphic Design - Website Design & SEO
- Pre Production Planning & Management - Social Media Platforms - Salsa & Salesforce -Paid Ads - Large Corporate Event Production & Logistics - Data Analysis - Email Marketing

Experience

5/21 to Present, Marketing Officer, MCHS Family of Services

- Produces and edits the monthly, weekly, and daily content to ensure all social channels are continuously updated while monitoring and responding to audiences daily that is on brand with the company.
- Designs and upkeep webpages for multiple websites.
- Engages with donors during campus events and special events including community and donor based.
- Tracks analytics for social media reporting for optimal posting.
- Designs digital and print material to promote a positive public image to various audiences for all programs.

1/19 to 5/21, Digital Media Coordinator & Office Administrator, The New Foster Care

- Managed and created graphics for social media, website, and newsletters while producing projects and leading all stages of production.
- Organized schedules and workloads to streamline tasks and efficiently oversee day-to-day operations under tight deadlines and leading event production for multiple organizations.
- Sorted and distributed business correspondence to departments and CEOs to reduce dropped communications and enabling faster responses to key requests.

1/19 to 8/19, Lead Videographer & Associate Creative Director, Jordan Mac Companies

- Managed and produced all aspects of production, from location scouting, story boarding to on-site production and ending with editing, color correcting and special effects.
- Coordinated and planned production projects for clients that required the creation of internal and external promotional pieces.
- Identify, evaluate and minimize project risks throughout completion by being rigorous in the planning and scheduling phase.
- Developed and implemented systems to create a more efficient environment for all departments.
- Interviewed and trained new production staff and interns in all facets.
- Assisted in marketing strategies to boost revenue.
- Organized schedules and workloads to streamline tasks and efficiently oversee day-to-day operations under tight deadlines and leading event production for multiple organizations.
- Sorted and distributed business correspondence to departments and CEOs to reduce dropped communications and enabling faster responses to key requests.

1/18 to 7/18, Multi-Media Production Intern, DTE Energy

- Met project deadlines consistently and effectively working with team members and maintaining schedule and event deadlines.
- Implemented logistics for video shoots and video equipment.
- Kept video libraries and related documentation organized for easy retrieval in a database.
- Operated sound equipment, shot and edited video projects, podcasts and live event equipment including set up and tear down.

Education

Bachelor of Science, Magna Cum Laude, Ferris State University - 2018

Concentration: Television and Digital Media Production