


ALEXANDRA SORENSON *video editor*

Contact

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 allisorenson.com

 Los Angeles,
California

Education

SCHOOL OF VISUAL ART & DESIGN

UNIVERSITY OF
SOUTH CAROLINA

May 2020

- BA: Media Arts
- Film & Media Studies Minor
- Capstone Scholar/Fellow
- Dean's List

Skills

SOFTWARE

- Adobe Creative Cloud including Premiere Pro, Photoshop, After Effects, InDesign, Illustrator
- Final Cut Pro X
- DaVinci Resolve
- Audacity
- Google Suite
- Microsoft Suite

HARDWARE

- DSLR - Canon, Nikon, Sony
- Zoom Recorder
- Panasonic Camcorder
- Mac and PC savvy

LANGUAGE

- English
- Basic French & Spanish

SOCIAL MEDIA

- Instagram
- TikTok
- Twitter
- Youtube
- Facebook
- Vimeo

Experience

VIDEO & CONTENT EDITOR

You Exec, Los Angeles, CA

February 2021 - April 2024

Shoot, edit and publish social media and marketing content for a business resource company.

- Film and edit video marketing content for You Exec's business resources
- Film and edit daily news videos for You Exec's daily newsletter
- Host and serve as on-camera talent for resource explainer videos
- Serve as a script writer and copy editor for news and marketing content
- Research and execute content creation ideas to establish online presence
- Present video performance numbers to key stakeholders

ASSOCIATE EDITOR, PRODUCER, JUNIOR COLORIST

LA Amigas Productions, Culver City, CA

September 2020 - April 2021, November 2023

Assisted in the editing department of an up-and-coming, women-led production company.

- Developed, polished, and edited sequences for a feature-length documentary, "Don't Wait: The Michael Schmid Story"
- Logged and organized footage and audio
- Assisted on shoots to obtain b-roll and extra content
- Assisted with the creation, filming, and editing of the "Find Your Funny" podcast

JUNIOR EDITOR

Hibard Group Los Angeles, Pico Rivera, CA

November 2020 - February 2021

Worked as a junior editor in a fast-paced environment in order to create content for the *Tell My Stories* organization.

- Polished and edited videos ranging from 5 to 30 minutes for clients
- Logged and organized footage sent from the client as well as obtained stock footage to be used
- Edited, sound-mixed, and mastered audio for the production

EDITOR, PRODUCER

Bill Sims Company, Chapin, SC

August 2020 - August 2021

Organized and set-up a production studio for international zoom calls and promotional videos.

- Developed content for social media for a successful keynote speaker and author
- Edited several promotional videos for conferences held over Zoom due to the nationwide pandemic

EDITOR, LEAD PRODUCTION

South Carolina Oncology Associates, Columbia, SC

August 2019 - November 2019

Managed and organized a production team in multiple facets.

- Produced call sheets and shoot schedules for the production team
- Led pre-production, production, and post-production (including sound and light editing) to produce content.
- Assisted with script production

MEDIA TECHNOLOGY INTERN

Center for Advanced Technical Studies, Chapin, SC

Summer 2016

Assisted with development and management of new "flipped classroom" educational videos for the media technology program.

- Produced, shot, and edited over twelve 5-10 minute videos using Final Cut
- Planned and organized different lessons for first-level classes

VIDEO PRODUCTION INTERN

Splash Omnimedia, Lexington, SC

Summer 2016

Assisted in the production of marketing videos for several local businesses while gaining knowledge of the marketing industry.

- Collaborated with local business owners to create and develop promotional material