

# Kelly Vanderley

## **Video Editor & Content Creator**

Raleigh, NC 27603

[kellstudi01@gmail.com](mailto:kellstudi01@gmail.com)

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- Professional digital video content artist, passion in filmmaking and post-production techniques.
- Strong work ethic in developing storyline, video editing, graphic animation/design and digital media branding and promoting.
- Experienced in developing original ideas, creating multimedia content, researching and generating content strategy.
- Applied knowledge in multitasking projects and providing inspiration to a teamwork setting.
- Familiar with optimizing for SEO, tracking trends and digital marketing.

Visit [www.kellstudio.com](http://www.kellstudio.com) for more info and references to work.

Authorized to work in the US for any employer

## Work Experience

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### **Freelance Videographer (Video Editor & Content Creator)**

KellStudio - Raleigh, NC

May 2016 to Present

- Service provides skillset to establish a brand, push products and/or create and promote content.
- Professional experience involves creating original content through producing, shooting, editing, design, writing and performing.
- All digital content of stock footage, images, video, animations, graphics and sounds/music are authentic and royalty-free for legality and proprietary use.
- Knowledge in editing and design software/programs and access to over 10,000 resources of motion graphic designs, elements, animations, templates, sound effects and more.
- Certified AI Marketing Professional and AI Content Creation

While following and respecting COVID-19 guidelines & protocols, services are open to both working remotely, as well as non. Services are open to traveling for work, and are up for negotiation.

### **Content Creator for TikTok & Youtube**

Direct Delta 8 - Raleigh, NC

January 2022 to June 2022

- Composed day-to-day media for Youtube and TikTok.
- Conducted research and transcribe blog post and articles.
- Coordinated product shoots and production.
- Collaborating with marketing team and coordinating content.

### **Ad Filmmaker & Content Editor**

ClasShare Inc. - Raleigh, NC

April 2021 to January 2022

- Writing and producing content for classes.
- Editing content - special effects and graphic design.
- Uploading and writing posts to social media platforms.
- Developed digital marketing strategies.
- Coordinating and organizing content.

### **Web Designer & Content Writer**

Simple Site Co. - Durham, NC  
December 2020 to April 2021

Office/Remote

- Optimizing content for SEO and high ranking on SERP's.
- Maintenance edits and design for front-end development.
- Alternating between digital platforms and software.
- Developed interactive and effective web space layouts.
- Applied knowledge in design and copywriting.

### **Digital Video Editor**

XES Entertainment - Stoughton, MA  
2015 to 2019

- Developed blooper, trailer, advertisement reels/stingers.
- Knowledge in color correction, digital and social media platforms.
- Logged and filed media.
- Remote access.

### **Camera Operator**

Gary Antle Productions  
2017 to 2018

- Media and file management.
- Set-up and break-down of equipment.
- Production assistant.

### **Camera Operator**

The Drop Kick Murphy's  
2015 to 2015

- Music video
- Camera Operator

## Education

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### **Bachelor's in Digital Filmmaking and Video Production**

New England Institute of Art - Brookline, MA  
2012 to 2016

## **Bachelor of Science**

### Skills

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- Adobe Premier CS6
- Adobe After Effects CS6
- Adobe Photoshop
- Final Cut Pro
- Adobe Prelude CS6
- Avid ProTools
- Logic Pro
- HTML & CSS
- Media Encore
- Microsoft Word Suite
- Digital Media (4 years)
- Video Production
- Video Editing
- Photography
- Filming
- Adobe Creative Suite
- Production Management
- Social Media Management
- Web Design
- Computer Networking
- Search Engine Optimization (SEO)
- Branding
- Content Creation
- Web development
- Content Development
- Graphic Design
- Creative writing
- Content management
- Content management systems (1 year)
- Content strategy
- Marketing
- Copywriting
- Project management
- Logo Design
- Digital Marketing
- Microsoft Excel

- Bartending

## Links

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<https://linktr.ee/kellstudio>

## Certifications and Licenses

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### **Certified AI Marketing Professional | AI Content Creation**

June 2023 to Present

## Assessments

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### **Work style: Reliability — Completed**

November 2021

Tendency to be reliable, dependable, and act with integrity at work

Full results: [Completed](#)

### **Typing — Proficient**

February 2023

Transcribing text

Full results: [Proficient](#)

### **Social media — Proficient**

February 2023

Knowledge of social media techniques and analytics interpretation

Full results: [Proficient](#)

### **Proofreading — Completed**

January 2022

Finding and correcting errors in written texts

Full results: [Completed](#)

### **Supervisory skills: Motivating & assessing employees — Proficient**

February 2022

Motivating others to achieve objectives and identifying improvements or corrective actions

Full results: [Proficient](#)

### **Work motivation — Proficient**

May 2020

Level of motivation and discipline applied toward work

Full results: [Proficient](#)

### **Bartending — Proficient**

June 2022

Understanding, pouring, and mixing drink orders

Full results: [Proficient](#)

### **Written communication — Proficient**

January 2022

Best practices for writing, including grammar, style, clarity, and brevity

Full results: [Proficient](#)

### **Project timeline management — Proficient**

February 2023

Prioritizing and allocating time to effectively achieve project deliverables

Full results: [Proficient](#)

### **Attention to detail — Proficient**

February 2022

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Proficient](#)

### **Sales skills — Proficient**

February 2023

Influencing and negotiating with customers

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.