

Giselle Ball

Los Angeles, CA

(650) 391-3647 gisellemball@gmail.com

<https://www.linkedin.com/in/giselle-ball/>

CAREER FOCUS

Marketing and Communications: Passionate multimedia and social media marketer with experience creating content, managing clients social media accounts and company websites. I am looking to utilize my strong analytical and digital content creation skills to foster meaningful connections between businesses and their audience.

SKILLS

Social Media Management, Website Management, Content Creation, Videography, Photography

TOOLS

Google Suite, MS Office Suite, Adobe Suite, Photoshop, Illustrator, InDesign, Wix, Canva, Avid Media Composer

EXPERIENCE

Media Coordinator

Marketech Solutions - Marketing strategy: San Diego, CA

Jun 2020 - May 2023

- Client Content Development:
 - Created and produced video, images and graphics for San Diego Rotary's annual charity event, increasing engagement on social media and website contributing to a 51% increase in sponsorship funding and 26% increase in revenue.
 - Created and produced informational videos for Personal Trainers YouTube channel
 - Completed photoshoot for annual Mathitude events to increase awareness of business
- Client Social Media Management
 - Oversaw and maintained Personal Trainers social media accounts, posting weekly content, engaging with the audience, and tracking key performance metrics to assess campaign effectiveness

Vice President

SCU Filmmakers' Club, Santa Clara CA

Sep 2022 - Mar 2023

- Orchestrated and managed weekly club events, including film screenings, workshops, and networking sessions, increasing membership by 100% and fostering a sense of community
- Organized skill-building workshops and training sessions, empowering club members to enhance their filmmaking capabilities, from cinematography to editing

Marketing & PR Chair

SCU Filmmakers' Club, Santa Clara CA

Sep 2022 - Mar 2023

- Created a marketing campaign for the Involvement Fair by conducting past research on outcomes, expanding the events participation by 40%
- Produced engaging and shareable content weekly, including promotional videos, posters, and social media graphics, to communicate club activities and attract new members

Camera Operator

Santa Clara University, Santa Clara CA

Nov 2022 - Nov 2022

- Operated a C100 professional video camera and equipment, ensuring optimal settings for a panel of 5 speakers
- Recorded high-quality audio using 5 wireless microphones and audio equipment, ensuring clear and synchronized audio with video footage
- Adapted to various lighting conditions, making necessary adjustments to achieve optimal exposure and image quality during 2 hour panel

EDUCATION

Santa Clara University, Santa Clara, CA

Bachelor of Arts, Graduated March 2023

Major: Communication and Film Production

Magna Cum Laude