

FREDY Y. RAMIREZ

Video Producer



EXPERIENCE

8/18 **Fredyr.com - Freelance Video Producer**

- Present
- Improved social media reach 40% by collaborating with clients to create unique visual stories through video
 - Adapted to various shooting conditions and styles, from studio setups to on-location shoots while operating DSLRs, cinema cameras, and specialty cameras, to capture high-quality footage
 - Supported digital media campaigns by editing videos on Adobe Premiere Pro, Final Cut Pro and DaVinci Resolve to craft compelling and engaging film content targeted to social media platforms while reflecting brand

4/19 **SEMA - Associate Video Producer; Associate Editor**

- 9/22
- Directed all aspects of video production, including writing, idea generation, storyboarding, interviewing, filming and video editing
 - Increased engagement on TikTok and Instagram 25% by implementing vertical video concepts for one of the world's largest trade shows
 - Generated motion graphics with Adobe Illustrator and After Effects to elevate graphic design concepts in marketing campaigns

8/18 **L.A. Times, Foothills Reader - Lead Writer**

- 4/19
- Increased production on social media by 40% in 6 months using Adobe Premiere, Photoshop and Illustrator, leading to a 25% increase in traffic
 - Supported operations of a Los Angeles Times advertising publication by providing interest pieces for various communities
 - Strengthened page one content through photographs edited on Adobe Photoshop and original storytelling

10/16 **The Poly Post - Managing Editor; Video Editor**

- 6/18
- Bolstered website traffic 25% by developing, filming and video editing original news and sports content
 - Led content ideation and film production of 4 videos per week while supervising 20 staff members
 - Enhanced social media engagement with long and short form video stories

9/17 **Cal Poly Pomona Athletics - Sports Intern**

- 6/18
- Elevated website traffic 30% by capturing and video editing engaging content for social media platforms
 - Identified and collected key game statistics to narrate matchups while focusing on novelty information
 - Advanced pre-game and post-game storytelling by conducting video interviews

CONTACT



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www.Fredyr.com



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SKILLS

Adobe Premiere Pro

Cinema 4d

Adobe After Effects

Adobe Illustrator

Adobe Photoshop

Social Media

Final Cut Pro

Videography

Interviewer

Adaptability

Spanish

EDUCATION

2018 *Cal Poly Pomona* B.S. Journalism

2015 *Pasadena City College* Transfer