

# LENA BROOKS

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## WORK EXPERIENCE

### **Freelance Creative Producer – New York, NY**

September 2022 – Present

- Help brands create campaigns, videos, and content. Services include video content strategy, creative direction, concept development, scripting, producing, directing, and live events.

### **Section4 – New York, NY**

*Lead Creative Producer* | January 2022 – August 2022

*Producer* | February 2021 – December 2021

- Directed and produced educational videos that blended interview, animation, and comedy elements.
- Managed production operations, scheduling, and budgets.
- Provided creative direction to teams of motion graphic artists.
- Developed new video format to support student onboarding, which contributed to a 3-point increase in customer experience rating (Net Promoter Score).

### **Magoosh – Berkeley, CA**

*Video Producer* | November 2018 – August 2019

*Production Manager, Video Marketing* | October 2016 – October 2018

*Production Manager* | December 2015– September 2016

*Production Associate* | June 2012– November 2015

- Grew suite of YouTube channels to over 22 million views and 22,000 subscribers, and developed strategies that increased traffic from YouTube to company website by 15x.
- Executed roles across production and post-production including scripting, producing, directing, camera operation, editing, and motion graphics.
- Hired and supervised team of contractors to operationalize video production and increase efficiency, saving thousands of dollars per year.
- Utilized keyword research, competitive analysis, and video analytics to continually iterate on content and improve performance.
- Coordinated the scheduling, production, and publication of over 4000 e-learning videos across company's products.

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## EDUCATION

**University of California, Berkeley**

B.A., English Literature, Gender Studies

## SKILLS

**Production:** Canon, Panasonic, Sony, and Blackmagic camera systems, on-screen presentation

**Post-Production:** Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, Audition, Lightroom)

**Project and Content Management:** Monday.com, Asana, WordPress, HTML/CSS, Google Suite, Microsoft Office (Word, PowerPoint, Excel)

**Video Marketing:** YouTube Analytics, Google Analytics