

# Alan Vaghedi

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## Media Production Specialist

Creative professional with experience in video production, project management, photography, and content creation. Skilled in capturing and logging footage for a variety of projects, optimizing social content, and maintaining cross-functional relationships to offer suggestions for improving and sharing digital assets. Adept at managing the end-to-end production of videos for social and digital platforms. Proven proficiency with camera, audio, and lighting equipment.

- Video Editing
- Digital Production
- Content Distribution
- Quality Assurance
- Graphic Engineering
- Digital Asset Creation
- Inventory Management
- Videography & Storytelling
- Media Production
- Camera Operation
- Relationship Building
- Social Media Marketing

**Technical Skills:** Adobe Suite (After Effects, Photoshop, Illustrator, InDesign, Premiere Pro), Final Cut Pro, Audacity, Adobe Audition CC, GarageBand, Microsoft Office (Word, Excel, PowerPoint)

## PROFESSIONAL EXPERIENCE

**Video Producer / Editor | Framedisplays.com**, Sterling, VA (Hybrid) 03/2021 – Present

- Spearheaded video production and editing for multiple projects, with a focus on creating short social media and website videos and product animations in alignment with brand guidelines and objectives.
- Organized and managed post-production video editing, leveraging high attention to detail and analytical skills to identify errors and opportunities for improvement to ensure compliance with quality goals.
- Instrumental in communicating with management and key stakeholders to schedule video shoots to gather content and execute projects on time and under budget; increased revenue by 200%.
- Championed creative development and motion graphics design for different types of video content for social media; guided quality control and eliminated downtime to maximize revenue.

**Video Producer & Content Creator | Grutzi USA**, Dulles, VA (Hybrid) 01/2021 – Present

- Guided pre- and post-production operations and content creation for the new player-focused soccer training system; orchestrated and coordinated video shoots by communicating with coaches and players.
- Led and executed video editing processes and conducted quality assurance reviews to ensure 100% compliance with brand standards, quality guidelines, and project objectives.
- Created and posted creative videos on Instagram and on TikTok that received over 1M views within 2 weeks and increased the website traffic and inquiries by 500%.

**Content Producer & Social Media Manager | Optical Masters**, Denver, CO (Hybrid) 11/2020 – Present

- Steered content production and project execution, collaborating and communicating with cross-functional management and marketing teams to guide ad design and distribution.
- Pioneered social media management, creating robust content strategies to streamline brand development and deliver branded video and social media content across multiple platforms.
- Produced and edited high-impact segments and stories and monitored consistency, including a video-story about a child who received their first pair of glasses and experienced clear vision for the very first time.
- Conducted data analysis and generated reports to identify metrics to measure and evaluate the effectiveness of social media campaigns and initiatives; key role in increasing revenue of retail locations by 30%.

## EDUCATION

**Bachelor of Arts in Media Production, Minor: Sports Media**, University of Colorado Boulder, 2023

Relevant Coursework: Media Aesthetics, Creative Media Making, Sports-Media Complex, Digital Archives in Media, Histories on Animation, Sound Practices, Digital Photographic Practices, Culture, Gender, and Film

Awards & Honors: Dean's List (Fall 2021, Spring 2022, Fall 2022, Spring 2023), Top 10% of Class