

01/02/2021

**Videographer and Editor
Bear Digital and Creative**

Hi Team!

I am really interested in submitting an application for the Videographer and Editor role at Bear Digital Creative. I have more than 5 years experience in digital production and marketing working extensively with Facebook, Tiktok, and Instagram. I am great at thinking on my feet, juggling multiple projects and working in a fast-paced environment. My experience has helped me to be incredibly agile, as you need to be constantly pushing boundaries and adapting to the ever-evolving digital media landscape.

I have a strong knowledge and understanding of building an engaged community on social media. I am a highly engaged content creator, I also film and produce my own comedic, vlog-style content at @lenasdoodle on [Instagram](#) and [Tiktok](#) (with 24k followers combined) that I write/edit/film content for this and adapting it to fit within an ever-changing algorithm, which obviously helps you to change your content strategies very quickly. I have a constant curiosity to understand how to develop and make things better, adapt strategies and seek out new ways to challenge myself, and to learn and grow. Especially when it comes to content on social media and having a strong “hook” for that first 2 seconds of a video is incredibly powerful.

Here's some links to videos I've made for my own content that I'm proud of:

“What is there to do in Canberra?”

https://www.tiktok.com/@lenasdoingthings/video/7044253262035373317?is_copy_url=1&is_from_webapp=v1

“Brisbane to Melbourne Day 1”

https://www.tiktok.com/@lenasdoingthings/video/7042623808464817414?is_copy_url=1&is_from_webapp=v1

Examples of more professional videos I have done in the past for Brisbane Makeover Co.:

What goes into styling a home: <https://www.instagram.com/p/CTjy8EKBUOF/>

Reason for this style: Our USP at Brisbane Makeover Co. is that we create and curate aspirational interiors to help sell a home at a higher price, and that would involve us hand selecting and curating our styling, it wouldn't be a cookie cutter approach. Which is what I wanted to say in this video; I interviewed the stylist and showcase what sets us apart.

Vlog: <https://www.instagram.com/p/CTKBFkHB6EF/>

Reason for this style: Quick snippets of our process, showcasing the beautiful homes we style, I noticed our audience wanted to be more apart of the ‘process’

The Big Reveal: <https://www.instagram.com/p/CRICGHHnDNp/>

Reason for this style: I wanted to evoke an emotional response from our existing clients and for new clients to see the emotion and how property styling can impact the selling process. I found that clients were so impressed by the end result every time, and to put that on camera was one of our biggest successes for business in the following months.

In former roles I have worked as a video editor and videographer, mostly using a smartphone, so while I don't have a strong commercial background, I understand basic knowledge of camera angles, positioning and storytelling and know I am great at interpreting trends and formats of storytelling to fit the clients and content. As well, I am highly proficient with Canva, Adobe Photoshop, Premiere Pro, Lightroom, Photoshop and Rush. I feel comfortable editing,

designing and producing content of all forms to be engaging and exciting for your community and new members to feel included too.

I thrive working within a creative team and taking an idea from a brainstorm session to an executed, produced piece of content in a short turnaround but also competent in working independently. Also, I am confident about my DM sliding ability to seek out that hashtag content. I am a strong researcher, naturally inquisitive, lover of all things fashion and new experiences and feel confident in telling a story whether it's in a studio or out on the streets.

I am really passionate about creating fun, engaging content that aligns with your brand and I think this partnership could work incredibly well. Can't wait to hear from you, you can contact me on 0478721370 or lenatuck@gmail.com

Kind regards,
Lena

Lena Celeste Tuck

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RELEVANT WORK EXPERIENCE

Marketing Manager/Content Producer

Brisbane Makeover Co

January 2021 - Present

Responsibilities:

- Created a brand new content strategy, schedule and entire marketing overhaul upon hiring
- Overseeing Facebook Ads with an external agency
- Creating, writing and producing collateral and marketing materials
- Producing, photographing scripting and filming all content on all social media platforms (Facebook, Instagram, Pinterest and LinkedIn)
- Implementing and leading fortnightly marketing meetings with the founder and business manager fortnightly to assess content strategies and reporting on current social media and trends
- Liaising with the founder and CEO to create meaningful, educating content on property styling
- Social media photographer - creatively planning shoots, sourcing ingredients, props and styling
- Video, photo editing & graphic design using Canva, Photoshop, Lightroom and Premiere

Freelance Video Editor

December 2021 - January 2021

NPC Studios (contract)

Responsibilities:

- Video editing using Adobe Premiere
- Script writing and editing for video
- Conceptualising and producing social media content for Instagram reels and Tiktok

Freelance Social Media Manager

May 2018 - December 2019

Responsibilities:

- Providing all new clients with a social media and digital marketing strategy for dynamic ways to create content in a variety of niches
- Managing and monitoring clients and uploading content via Hootsuite
- Managing all social media platforms (Facebook, Instagram, Pinterest) growing the Instagram follower base
- Liaising with the founder and CEOs of small businesses to create meaningful content
- Implementing guides and useful ways to foster a community
- Producing Facebook ads and monitoring analytics for social media and EDMs and creating monthly reports
- Researching new and upcoming trends to push to influencers and fellow brands (eg. Loop giveaways, competitions, tagging products)
- Brand and collaboration outreach

Social Media Photographer & Marketing Manager

June 2014 - January 2018

Table of Plenty

Responsibilities:

- Managing all social media platforms (Facebook, Instagram, Pinterest) growing the Instagram follower base from 1.2k to 17.5k
- Social media photographer - creatively planning shoots, sourcing ingredients, props and styling
- Managing projects: eBook creation, influencer outreach and event planning
- Monthly content planning and creation for all social media content and EDMs including competitions with other brands and collaborations
- Graphic design, image resizing, cover imagery, photography, videography, editing for social media and EDM content
- Delegating tasks to influencers, managing multiple projects at once
- Producing Facebook ads and monitoring analytics for social media and EDMs and creating monthly reports
- Researching new and upcoming trends to push to influencers and fellow brands (eg. Loop giveaways, competitions, tagging products)
- Managing all sampling and event opportunities, delegating samples that align with the brand creating awareness in a product context
- Managing and maintaining the brand's website, including blog posts and imagery
- Monitoring and managing all messages and comments from customers on both Instagram and Facebook

- Organising team meetings and brainstorming for potential marketing ideas and product level branding
- Answering phones and managing customer enquiries and feedback while we filled the role of customer service in the office

Copywriter

August 2013 – April 2014

Catch of the Day & Grocery Run

Responsibilities:

- Writing engaging copy to upsell products
- Writing product descriptions, subject lines and EDMs
- Operating as a sole copywriter for Grocery Run
- Proofreading and editing my own and co-worker's copy

EDUCATION

Diploma of Professional Writing and Editing

February 2015 – Present

CAE/Box Hill Institute, Australia

Bachelor of Communication (Media Studies)-

February 2011 – December 2013

Swinburne University of Technology

(Lilydale/Hawthorn, Australia)

VCE (High School) Certificate – Padua Secondary College (Mornington, Australia)

January 2004 –

November 2009

CORE SKILLS

Communication Skills

- Excellent written and verbal communication skills
- Networking at various events
- Adaptable voice writing for various brands and different fields (articles, emails, letters, press releases, blog articles & e-newsletters/EDMs)
- Conflict resolution via social media and in public forums

Leadership Skills

- Direct and plan fortnightly meetings
- Create a cohesive structure for meetings for maximum efficiency
- Listen and engage and take on new ideas
- Ability to work in a team and communicate ideas within a number of team members and colleagues of different ages and backgrounds.
- Working in a manner that invites more quiet people to speak up and offer suggestions, effective listening skills and an open mind

IT and Computer Skills

- Fluent knowledge of Microsoft Office (Excel, Word, Outlook and PowerPoint) for both PC and Mac and Apple Mail.
- Proficient in Windows and Apple Operating Systems
- Proficient Knowledge of Adobe Photoshop and Premiere
- Proficient knowledge of Mailchimp, Hootsuite, Hubspot, Wordpress and Campaign Monitor
- Strong understanding of Canon DSLR cameras

REFERENCES

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