

HANNAH SESAY

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PROFESSIONAL EXPERIENCE

The LeFlore Group

Project Coordinator

Aug 2021 – Present
Remote

- Team lead responsible for developing and managing marketing initiatives such as launching new services, designing/distributing marketing material, and writing/distributing monthly newsletters significantly increasing new client inquiries/closings. Track and report key metrics to apply insights to future projects
- Provide well-rounded support to project managers assisting with 25+ projects, overseeing multiple clients and deadlines at a time. Conduct project research, grant writing, schedule management, agenda and meeting prep, client communication, etc; sufficiently completing project milestones for agencies
- Ensure a smooth internal run of business performing web content management, maintaining all budgets and invoices, and reviewing and drafting legal documents, RFPs, and internal policies and procedures

Lavish Productions

Content Producer & Social Media Specialist

Jan 2021 – Present
DMV/Remote

- Ideate, produce, and edit high-quality and original multimedia content including short and long-form videos, images, and graphics tailored to each client's marketing objectives and audiences
- Plan and execute photo and video shoots including overall production, concept development, scheduling, and creative processes. Facilitate communication with talent and external parties
- Collaborate with clients to develop and execute social marketing campaigns, plan/manage content calendars, and curate captions/written posts monitoring industry trends specific to each platform. Successfully reach goals in clients' product sales, social engagement increase, and clientele leads

St. John's Athletics, NCAA

Freelance Camera Operator & Video Editor

Oct 2019 – March 2021
Queens, NY

- Camera operator for 30+ games of Division I athletic teams at St. John's University with footage broadcasted live on ESPN3. Shot game footage managing live production and audio set equipment
- Organized and surfed through video files to edit professional, fast turn-around highlight reels and social media videos ensuring to follow brand guidelines and stay updated on sports media trends
- Set-up and broke down equipment with production team. Ensured successful game-day audio communication with ESPN by conducting pre-game tests and tech troubleshoots throughout games
- Operated live game-day graphics on NewTek Tricaster ensuring that both comms and media broadcasters reported accurate material during live broadcast

VeyeB Records Entertainment

Social Media and Production Intern

Sept 2019 - Oct 2020
DMV/Remote

- Managed social channels producing, editing, and distributing weekly captivating content including short-form videos, photos, and graphics aligning with company goals and objectives
- Served as a social media strategist researching, developing, and executing digital marketing campaigns resulting in an increase in engagement, account following, and company revenue
- Assisted with creative direction and production on video and photo shoots. Maintained relationships with members of the local entertainment community by engaging with followers and facilitating community outreach events, leading to a spike in weekly bookings by 60% within 4 months

EDUCATION

St. John's University

Queens, New York

Bachelor of Science — Television and Film

SKILLS AND EXPERTISE

Video production and editing, camera, lighting, and audio equipment, brand marketing, graphic design, content strategy and development, creative directing, copy-writing, project management, data analytics

Adobe Creative Suite, Final Cut Pro, & Canva, management tools (Hootsuite, Mailchimp, Asana), social platform (Instagram, X, Snapchat, YouTube, TikTok), Social Ads, MS Office Suite, Google Suite & Analytics