

Nancy Pramanand

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Experience

Pair Eyewear

New York, NY

Brand Content Creator

August 2022 - Present

- In charge of managing all aspects of video productions, including publication via Sprout Social to increase daily posting rate by 100%
- Produce high-quality still imagery for CRM and social campaigns by art directing, prop styling, and photo retouching
- Host monthly product live streams across social platforms through Restream resulting in an increase of overall engagement on platforms like Facebook from 6% to 26%
- Analyze current trends and pop culture to strategize and integrate relevant elements into our brand identity to communicate to influencer and CRM teams

Social Content Intern

March 2021 - August 2022

- Conceptualized new branding strategies for TikTok and Instagram content
- Supported weekly campaign photoshoot sets to provide assets to the creative team
- Developed vertical short-form videos for social platforms including educational, trending, and commercial content
- Amassed over 1.5 million views on numerous social videos and generated a sense of community

Brevitē

Brooklyn, NY

Content Creator

June 2021 - August 2022

- Brainstormed and pitched TikTok content to marketing stakeholders
- Assembled short-form content in software such as Adobe Premiere Pro and CapCut three times a week
- Acted as an on-screen personality on over 100 TikTok product demonstrations

Sabah Shoes

New York, NY

Creative Marketing and Production Intern

September 2021 - December 2021

- Assisted in the production and styling of photo shoots and video shoots
- Researched and scouted locations and vendors for Instagram and website blog
- Supported the design, development, and refinement of core brand marketing elements and advertising campaigns
- Strategized and shot video content for the brand's upcoming launch on TikTok

Education

Fashion Institute of Technology

BS, Film & Media

New York, NY

Minors in English and Art History

Key Skills

Computer: Adobe Creative Suite | Google Suite | Microsoft Suite | Sprout Social | Figma | Canva | Notion

Production: Canon | Zoom Audio Recording | Atamos | Aperture LED

Clifton Strengths: Communication | Includer | Maximizer | Input | Significance