

Nancy Pramanand

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EXPERIENCE

Brevitē | *Content Creator*

New York, NY | **Jun. 2021-Present**

- Brainstorm weekly TikTok video content and pitch for an e-commerce brand
- Utilize non-linear editing systems such as Premiere Pro and apps to compile content for TikTok
- Engage with the community through comments and videos in a timely manner

Pair Eyewear | *Social Content Intern*

New York, NY | **Mar. 2021-Present**

- Propose current social trends and how they can influence virality for social media platforms such as TikTok, Youtube, and Instagram
- Produce and edit ad-focused videos, social trends, commercial, and informational content
- Create copy and hashtags for TikTok videos through surveying analytics
- Amass over 1.5 million views on single, on-camera posts on social channels

FIT Residential Life | *Senior Resident Assistant*

New York, NY | **Mar. 2019-May 2022**

- Partook in a 24/7 on-call duty rotation and oversees the implementation of crisis response for 1,800 residents
- Advised and mentored a paraprofessional staff of 14 members, which includes providing support, feedback, weekly staff meetings, and one-on-one interactions
- Designed and implemented flyers, posters, and bulletin boards on Adobe Photoshop and Illustrator to convey current events and social growth
- Served as a member of the Recruitment and Selection Committee and create unique interview activities

Sabah Shoes | *Creative Marketing and Production Intern*

New York, NY | **Sept. 2021-Dec. 2021**

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

EDUCATION

Fashion Institute of Technology | *Bachelor of Film and Media*

New York, NY | **Aug. 2019-May 2022**

- Minors: English and Art History
- Cum Laude, Dean's List
- Senator of Film and Media

ADDITIONAL SKILLS

- **Platform knowledge:** *TikTok, Instagram, Notion, Youtube*
- **Software knowledge:** *Adobe Creative Suite, Microsoft Office Suite, Google Suite, Canva, Figma*
- **Clifton Strengths:** *Communication, Includer, Maximizer, Input, Significance*