



SAMANTHA WOO

VIDEO EDITOR & MULTIMEDIA DESIGNER

CONTACT

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EDUCATION

The University of Georgia, Athens, GA
 Bachelor of Fine Arts in
 Art X: Expanded Forms (Multimedia Art)
 Certificate in New Media
 Graduation Date: Dec 2016

The University of Georgia, Costa Rica
 Graphic Design and Astronomy
 Summer 2014

SKILLS

- | | |
|-----------------|----------|
| Photoshop | ●●●●●●●● |
| Illustrator | ●●●●●●●● |
| Lightroom | ●●●●●●●● |
| InDesign | ●●●●●● |
| Premiere Pro | ●●●●●● |
| After Effects | ●●●●● |
| Audition | ●●●● |
| HTML/CSS | ●●●●●●● |
| MS Office | ●●●●●●●● |
| Photography | ●●●●●●● |
| Videography | ●●●●● |
| Communication | ●●●●●● |
| Detail Oriented | ●●●●●●●● |
| Adaptability | ●●●●●●●● |
| Teamwork | ●●●●●●●● |
| Multitasking | ●●●●●●●● |

EXPERIENCE

BLEND Localization, Alpharetta, GA Jun 2022 - Nov 2023
Lead Video Editor

- Produced branded video content, such as promotional videos, social media campaigns, case studies, event recaps, webinars, and video ads, based on briefs from the marketing department by utilizing motion graphics, digital assets, and stock footage
- Edited audio, as necessary, and embedded voice-overs and music beds along with overlaying localized/translated on-screen text and subtitles onto client videos
- Created promotional and event recap videos for clients based on briefs and provided photos and video footage

Multimedia Marketing Designer Jan 2022 - Nov 2023

- Developed and designed content for webpages, emails, social media, ads, and print collateral, based on various needs within the marketing department, including creating templates on Canva for the team to utilize
- Edited multimedia content, including DTP and videos, based on B2B and B2C client needs
- Assisted in trade show coordination by creating collateral and handing off necessary materials

BLEND Voice (formerly GM Voices), Alpharetta, GA Dec 2017 - April 2022
Marketing Coordinator / Graphic Designer

- Designed ads, infographics, presentations, marketing emails, web pages, and promotional videos
- Managed projects and deliverables with oversight from Marketing Director and Senior Multimedia Specialist
- Performed light copywriting, editing, and marketing communications
- Built and optimized web pages, emails, and presentation templates
- Managed social media accounts and schedules

Oak Grove Academy, Alpharetta, GA June - July 2016
Graphic Designer

- Created and edited mailing flyers with provided graphics and images adhering to specific guidelines

Pet Steps - The Virtual Fitness Pet App, UGA Aug - Dec 2015
Associate Developer, Associate Designer, and Technical Researcher

- Worked with the lead developer to create a native application in Xcode using Swift for the Apple Watch
- Assisted with the creation and coding of the website
- Designed the application logo and the website graphics
- Researched developer capabilities and resources and provided solutions to technical issues

Athens C.A.R.E., UGA Fall 2014
Graphic Designer