



Jeffrey Ochoa-Alvarez, Content Creator

Albany, +1 631 935 8216, ochoajeffrey1@gmail.com

SUMMARY

Dynamic Content Creator with extensive experience in digital media production and a strong background in multimedia project development. Over three years of expertise in video editing, brand identity development, and social media management, leading to increased engagement and audience recognition. Proven ability to collaborate with key stakeholders and maintain composure in fast-paced environments. Ready to leverage skills in SEO, content development, and film editing to deliver compelling narratives and robust content strategies.

WORK EXPERIENCE

- | | | |
|-------------------|--|--------|
| 07/2024 – Present | Digital Media Producer, D'Amore-McKim School of Business | Boston |
| | <ul style="list-style-type: none">• Spearheaded the production of social media content, significantly boosting engagement through ideation, filming, editing, and graphics creation.• Directed the resolution of videography and photography challenges during events and faculty interviews, ensuring high-quality deliverables.• Revamped brand identity by conceptualizing distinctive graphics and social media content, enhancing audience recognition.• Collaborated closely with Dean David De Cremer to produce tailored content reflecting institutional goals, communications, and achievements across various social platforms for students and faculty.• Maintained composure in fast-paced, high-pressure, and continually evolving environments to provide effective leadership and achieve targeted outcomes. | |
| 07/2023 – 12/2023 | Videographer/Editor, Khoury College of Computer Science | Boston |
| | <ul style="list-style-type: none">• Produced and delivered an array of multimedia projects, ranging from concise social media posts to extensive panels, enhancing audience engagement and executing photo processing tasks.• Compiled SEO tags to augment content discoverability and expand online reach.• Executed both basic and narrative-focused editing, in addition to motion graphics and general design work, to elevate overall project quality.• Leveraged tools such as Excel, SharePoint, ClickUp, Appspace, and Adobe Suite to optimize workflow and enhance project efficiency. | |

EDUCATION

- | | | |
|-------------------|--|--------|
| 09/2021 – Present | Northeastern University | Boston |
| | Bachelor of Arts, Media And Screen Studies And Media Arts | |

SKILLS

- | | |
|----------------------------|-------------------------|
| SEO | Podcast production |
| Film editing | Computer skills |
| Brand Identity Development | Video editing |
| Content development | Social Media Management |

Photography
Script writing
Audio production
Production scheduling
Interview management
Collaboration
Communication

Motion graphics
Editing
Field production
Adobe Creative Suite
Agility
Content Creation

LANGUAGES

Spanish



English

