

FREDY Y. RAMIREZ

Video Producer



EXPERIENCE

8/18 **Fredyr.com - Freelance Video Producer**

- Present • Scheduled and managed pre-production to post-production workflows while managing teams of up to 15
- Operated DSLRs, cinema cameras, and specialty cameras to capture high-quality footage under various conditions
- Generated social media video content by editing videos on Adobe Premiere Pro, Final Cut Pro and DaVinci Resolve to craft compelling and engaging film content, increasing sales by 20%

4/19 **SEMA - Associate Video Producer; Associate Editor**

- 9/22 • Directed video production, including writing, idea generation, storyboarding, interviewing, filming, and video editing, consistently meeting tight deadlines
- Elevated TikTok and Instagram engagement 25% by using Adobe Premiere Pro, Final Cut Pro and Davinci Resolve to craft video stories based on analytics
- Created compelling motion graphics with Adobe Illustrator, After Effects, and Cinema 4D enhancing visual storytelling in marketing campaigns, resulting in improved audience engagement

8/18 **L.A. Times, Foothills Reader - Lead Writer**

- 4/19 • Boosted content production on social media 40% in 6 months using Adobe Premiere, Photoshop, and Illustrator, resulting in a 25% rise in web traffic
- Streamlined operations of a Los Angeles Times advertising publication by providing community interest pieces
- Enhanced front-page content through original storytelling and edited photographs on Adobe Photoshop, resulting in a 15% increase in reader engagement

The Poly Post - Managing Editor; Video Editor

- 10/16 • Boosted website traffic 25% by delivering high-quality video content edited on Adobe Premiere Pro, Final Cut Pro and After Effects
- 6/18 • Led content ideation and film production of multiple videos weekly while supervising a team of 20
- Enhanced social media engagement with video stories edited on Adobe Premiere Pro, Final Cut Pro and After effects for optimal visual appeal

CONTACT



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www.Fredyr.com



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SKILLS

Social Media Analytics
Adobe Premiere Pro
Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Cinema 4D
Final Cut Pro
Cinematography
Video Production
Adaptability
Spanish

EDUCATION

2018 *Cal Poly Pomona* B.S. Journalism