

# BRENNA HALL

VIDEO & MARKETING

## CONTACT

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## EDUCATION

### CLEVELAND STATE UNIVERSITY 2020-2024

- Bachelor of Film & Media  
Arts, minor in marketing
- Summa Cum Laude

### BISHOP WATTERSON HIGH SCHOOL 2016-2020

- High School Degree
- GPA 3.2

## SKILLS

- Marketing
- Adobe Creative Cloud
- Social Media Platforms
- Graphic Design
- iOS & Microsoft
- Event Planning
- Project Management

## CERTIFICATIONS

- Certified Professional of Hootsuite
- Google Analytics
- Facebook Business

## WORK EXPERIENCE

### Wolstein Center • May 2023 - May 2024

Graphic Design & Marketing Assistant

- Developed graphics for shows, events, and maintained their social media platforms.
- Supervised floor and VIP sections during headliner events ensuring 100% customer satisfaction and smooth event operations (August 2021 - May 2023).
- Created 5+ marketing campaigns resulting in a 15% increase in social media engagement and brand awareness for the Wolstein Center.

### One Planet Media, LLC • May 2023 - Present

Freelance Video Editor

- Lead Editor, Sound Designer, Motion Graphic Artist, and Colorist
- Worked on All Things Green and 1pm Weekly News. Edited a new segment for 1pm as a freelance editor, delivering high-quality content on time and meeting client expectations.
- Tasked with downloading raw footage, creating basic animations, editing episodes with quick turnarounds, and uploading media to their channels.
- Edited a multi-camera podcast that informed the public about sustainability.

### Campus Activities Board of CSU • May 2023 - May 2024

Marketing Manager & Specialist

- Crafted visually appealing graphics for CAB and contributed to a 25% growth in campus event participation

### CSU Film Makers • May 2023 - May 2024

Social Media Management

- Planned, organized, and budgeted a trip to the Chicago International Film Festival for juniors and seniors.
- Managed social media communication, event promotion, and workshop announcements.
- Created graphics and reposted relevant content.

### Tutoring Academic & Success Center • June 2021 - May 2022

Teachers Assistant for Eng 101 & Intro to College

- Implemented structured SLA review sessions integrated into courses enhancing student learning at CSU.
- Ensured session alignment with course objectives and conducted timely student assessments to optimize learning outcomes.

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## PROJECT EXPERIENCE

**The Little Monster**- Senior Year Thesis  
Lead Editor, Sound Designer, and Co-Producer

MAY 2023 - MAY 2024

- Tasked with creating the shooting schedule, securing locations, budgeting, fundraising, communicating with cast and crew, and developing call sheets.
- Responsible for DIT on set, merging footage and audio, creating string-outs to final cuts, sound design, color design, and basic VFX work

**The Little Door**- Junior Year  
Lead Editor & Sound Designer

AUG. 2022 - MAY 2023

- Tasked with merging video and audio files, organized selects, created string-outs and assemblies. Worked on creating smooth sound transitions to complete the final product.
- This student film was selected for The Cleveland State University Film Festival (two hours were accepted out of sixteen hours of submissions)

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## LEADERSHIP

**Order of Omega**- Honors Fraternity  
President

MAY 2022 - MAY 2023

- Created a unified environment for all Greek chapters and planned Greek Week.
- Collaborated with Lift Up Vikes, collecting 1,253+ non-perishable items.
- Raised \$369 for philanthropies through Bingo Fundraising Boards.
- Engaged with Ronald McDonald House, donating 32 pounds of pop tabs.
- Organized Greek Games, involving 50+ members in various activities.

**Theta Phi Alpha**

MAY 2021 - MAY 2023

- Sisterhood Chair: Aug. 2021-May 2022
  - Planned events that promoted bonding and memorable experiences.
  - Scheduled, budgeted, and set up these activities for sorority members.
- Recruitment Chair: Nov. 2022-May 2023
  - Promoted the sorority's future success through effective membership recruitment.
  - Achieved a record number of new members during tenure.
  - Utilized experience as Sisterhood Chair, marketing skills, and strong communication to create a welcoming environment for potential new members.

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## VOLUNTEERISM

- Cleveland Food Bank
  - Cleveland Book Bank
  - Medwish
  - Leukemia and Lymphoma Society
  - Special Olympics
  - Glenmary Home Missioners
  - The House That Theta Phi Built
  - Camp Friendship
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