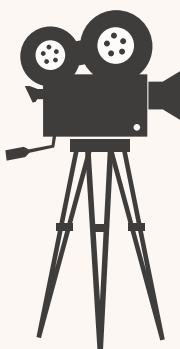


MACY ZENIER



hello,

creative professional

My name is Macy, and I'm a creative and technically skilled videographer, editor, and photographer with a background in digital media, sports content production, and social-driven storytelling. I have proven success in filming live events, editing high-impact video content under tight deadlines, and operating multiple camera systems. I am passionate about sports and entertainment, with experience supporting major university athletics and live events. I am highly adaptable and a collaborative team player.

EDUCATION

University of Pittsburgh

- B.A.S. in Professional Communications & Digital Media
- Minor: Film Studies
- Certificate: Broadcast Arts
- Summa Cum Laude

EXPERIENCE

Marketing & Social Media Manager - Eugenia Prokopets DDS MSD- (2025-present)

- Oversee all marketing initiatives, including digital, print, and event-based campaigns
- Manage and grow the practice's social media presence across multiple platforms (Instagram, Facebook, etc.)
- Capture, edit, and publish high-quality content (photos, videos, reels) that reflect our brand and patient care philosophy
- Maintain and update website content to ensure consistency and relevance
- Organize and execute referral outreach programs and events to strengthen professional relationships
- Develop email marketing campaigns and promotional materials in alignment with strategic goals

Social Media & Marketing Coordinator - Maia Plastic Surgery — (2024-Present)

- Lead all video and visual content creation including daily Reels, Stories, and promotional campaigns.
- Shoot and edit procedure documentation, testimonials, and social content to drive engagement.
- Manage content calendar, CRM lead input, and assist in strategic performance tracking.
- Collaborate on event production and real-time coverage.

Associate Photographer - CoStar Group — (2024-2025)

- Capture and edit property visuals for Homes.com/Apartments.com using 3D and DSLR tools.
- Ensure high-quality imagery and efficient workflows in fast-paced, on-location shoots.

Production Assistant - ACC Network & Pitt Athletics — (2022-2024)

- Filmed and edited sports content for Pitt Athletics' social channels.
- Supported live broadcasts and in-studio shoots for ACC Network productions.
- Delivered highlight reels and short-form content under strict time constraints.

Concert Photographer & Journalist - Pittsburgh Music Magazine — (2023-2024)

- Shot and edited live concert footage and stills for digital publication.
- Composed review articles and visual breakdowns to support multimedia journalism.

Assistant Videographer - Steel City Videography — (2022-2024)

- Operated second camera during live wedding shoots; ensured coverage consistency.
- Edited short-form cinematic and social-ready videos for clients.

Videographer & Editor - Amplify Church — (2021-2024)

- Shot weekly worship performances and events in a live environment.
- Edited fast-turnaround content for cross-platform social sharing.
- Supported stage production and audio coordination.

skills

- Adobe Premiere Pro & Creative Suite
- DaVinci Resolve | Color Grading
- DSLR & Mirrorless Systems (Sony A7S/FX Series)
- Multi-Camera Shoots | Wireless Audio | Green Screen
- Storytelling & Scripted/Unscripted Production
- Social Media Content Strategy
- Team Collaboration & Fast-Paced Editing
- Event Filming & On-the-Go Equipment Handling
- CRM & Newsletter Tools (e.g., Constant Contact)

contact

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