

Rachel Bromberg

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Education

Masters of the Arts in Media Studies and Production
Temple University Philadelphia, PA
Graduated May 2023

Bachelor of the Arts in Media Studies and Production
Temple University Philadelphia, PA
Concentration in Production
Minor in Digital Media Engagement
Graduated May 2022

Relevant Experience

Creative Director, Blck.Teeth

Philadelphia, PA JAN 2024 - Present

- Create social media concepts and campaigns for music group
- Collaborate with social media managers and producers on several mediums
- Connect with music group attendees to create promotional content for campaigns

Creative Director, Authenticity Projects

Philadelphia, PA JAN 2022 - Present

- Establish creative concepts through mood boards, storyboards, and conceptual graphics
- Collaborate with a team of 4 individuals

Executive Producer, We Need To Talk TUTV

Philadelphia, PA AUG 2022 - MAY 2023

- Led a group of 20+ individuals
- Established and produced creative concepts for broadcast talk show
- Collaborated with social media team and created concepts for new logo and rebranding

Co-Producer, I Don't Want Your Baby Short Film

Philadelphia, PA AUG 2022 - DEC 2022

- Collaborated with a team of 12 individuals on creative concepts
- Maintained all production documents (permits, storyboards, waivers, casting calls, call sheets, press releases)

Skills

Adobe Premiere	Youtube	Google
Adobe Photoshop	Instagram	Mailchimp
Adobe Lightroom	Facebook	HubSpot
Adobe Rush	LinkedIn	Broadcast Newsroom
Microsoft Word	Threads	Eko Studio
Microsoft Excel	X	Graphic Design
Microsoft PowerPoint	Canva	Creative Concepts
DSLR Cameras	Capcut	Social Media Planning

Professional Experience

Event Producer, Figures Fashion Show

Philadelphia, PA MARCH 2023

- Led and delegated work to a diverse team of 60 individuals including models, designers, and live event crew members
- Conceptualized 2 photoshoots and directed creative vision to over 4 photographers for digital marketing advertising and promotional campaigns
- Curated fashion show and broadcasted live on Youtube, Facebook, and Instagram

Social Media Manager, Location215

Philadelphia, PA AUG 2022 - DEC 2022

- Created concepts for content and posts for Instagram, Facebook, Mailchimp, and LinkedIn
- Tracked social media insights to implement better posting strategies
- Increased engagement by 1.5%

Production Coordinator, JB Creative Productions

Philadelphia, PA AUG 2020 - OCT 2021

- Collaborated with 3+ other production companies and businesses for one project
- Communicated all production information to 8+ crew members for the photoshoots,
- Coordinated the schedule, and facilitated with ordering equipment, permits, meals, and crafty
- Supported producer for still photography and short video ads with Glamour Magazine, Journey's, MARQ, Sonder, and David's Bridal

Location Manager, We Are Parody

Philadelphia, PA AUGUST 2021

- Supervised crew of 10+ people to stay within video and still photography production standards
- Executed and maintained a professional and clean environment prior to, during, and after production
- Communicated with client, producer, and crew members on location rules and set environment

Co/JR-producer, JB Creative Productions

Philadelphia, PA SEP 2021 - OCT 2021

- Collaborated with 1-2 producers to create the budget and distribute it to clients
- Maintained equipment list for productions creative concepts
- Supported 3 other producers in creating Glamour Magazine's "Woman Who Changed the World" cover

Studio Manager, Location215

Philadelphia, PA JAN 2021 - OCT 2021

- Created, scheduled, and staffed in-house events for over 50+ guests
- Delegated tasks and oversaw the work of ten staff members
- Trained staff for events, studio requirements, and other jobs
- Lead a team of 5- 25 individuals during photoshoots, weddings, corporate, and other events