

Louisa McGrath

SUMMARY

Aspiring media and entertainment professional. Thrives on high-energy environments and big challenges. Smoothly manages multiple production tasks and meetings with a calm, adaptable mindset. Excellent interpersonal, organizational and time-management skills. Ability to come up with creative solutions resourcefully.

EDUCATION

New York University, New York, NY
B.F.A., Film & Television, 05/2023

Key roles in TV and film production: assistant director, unit production manager, producer, script supervisor, location manager. Also attended classes at NYU Stern School of Business.

EXPERIENCE

PRODUCTION ASSISTANT

New York, NY and Los Angeles, CA
06/2022 - 02/2024

Production assistant on Maybelline commercial shoots and celebrity events in NYC for clients including Time, Spotify, Expedia, Citizen, Breitling (2023), and Tory Burch NYFW (2024). First assistant camera on Matt Redman's live album shoot (2022).

VIDEOGRAPHER

Light and Life Foundation, Bogotá, Colombia
02/2023

Shot on-site videos and stills for a non-profit organization whose mission is to serve impoverished, abandoned and special-needs children in Colombia.

DIGITAL MARKETING CONSULTANT

Schleich, Los Angeles, CA
07/2023 (Remote)

Developed a pitch deck for a company that engineers and promotes products for creative kids.

CONTENT DEVELOPMENT & VIDEO EDITOR INTERN

BL80 Production LLC, New York, NY
09/2020 - 12/2020 (Hybrid)

Created promotional videos on climate change for the United Nations; finished videos were showcased in the UN Headquarters (NYC). Production assistant on film shoots.

CONTENT CREATOR

YouTube, New York, NY
01/2014 - Current

Conceive and produce lifestyle video content, sharing advice and life highlights and product endorsements. My brand @LouisaKristina has 41,000 viral followers and was monetized in 2018. My NYU college move-in video has over 1 million views. I write, direct, shoot, and perform in all videos.

PORTFOLIO

"Baby Doll" (2-Minute Short) Summer 2018. I created, directed, and edited this as one of six film students in the Berridge Programs in Normandy, France.

"Leaving Kazakhstan" (9-Minute Short) Fall 2021. Work-in-progress, found-footage film documenting my adoption journey from Petropavlovsk, Kazakhstan to Southport, Connecticut.

SKILLS

Creative problem-solving	●●●●●	Proficiency In Final Cut Pro X	●●●●●
Networking / genuine connections	●●●●●	Proficiency In Adobe Premiere	●●●●○
Pop culture expertise	●●●●●	Proficiency In Excel	●●●●○

INTERESTS

Color-coding, journaling, acting, singing, lacrosse, photography, exploring different cultures around the world, getting an unexpected adrenaline rush, making chocolate-covered strawberries.

LINKS

<https://louisamcgrath.com>

<https://www.youtube.com/c/LouisaKristina1/featured>