

Candice R. Greene

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PROFILE

Passionate storyteller with over 5 years of experience in journalism, video production, and social media management. Demonstrated success in project coordination, communications, and digital marketing. Seeking opportunities to leverage my diverse skill set and passion for visual storytelling and project management in a dynamic work environment.

PROFESSIONAL EXPERIENCE

WINE N' CHILL LLC New York, NY

Nov 2021 – Present

CREATIVE VIDEO PRODUCTION SPECIALIST

- Research, write, and edit long-form videos explainers- implementing audience development strategies to improve reach and engagement leading to a 80% increase in subscribers and over 800,000 video views.
- Research digital trends and innovations, and present content ideas to diversify the channel, boosting audience engagement and driving growth.
- Harness typography and graphic design skills in Adobe Creative Suite and Canva to craft a variety of still and animated graphics heightening visual impact and amplifying audience engagement.

CNET New York, NY

Sept 2021 – Mar 2023

VIDEO PRODUCER

- Led as the primary video producer and the lead East Coast social video producer, overseeing all technical aspects of video recording and editing, spanning pre-production to post-production phases.
- Pitch, produce, report, write, shoot and edit original content for CNET's website, social media channels, and videos, gaining over 3 million views and impressions.
- Successfully managed tight deadlines in a fast-paced news environment, delivering high-quality videos while ensuring that all videos were true to CNET'S voice and brand guidelines.
- Fostered collaborative relationships with reporters, graphic designers, and renown brands (Mattel, Dell, SONOS, Dyson, HP) leveraging their expertise to craft clear and concise science and technology stories.
- Collaborate within cross-functional teams across time zones, quickly delivering high impact news from live tech events including Google I/O and Samsung Unpacked.

EP+CO Greenville, SC

Mar 2021 – May 2021

ACCOUNT COORDINATOR

- Orchestrated seamless cross-team collaboration between creative, account, and technical departments to maintain project clarity and timelines for major client, Verizon.
- Contributed ideas and project management skills to creative and product teams to enhance storytelling projects and features.

CAROLINA WEEK Chapel Hill, NC

Jan 2019 – May 2019

EXECUTIVE PRODUCER

- Lead a team of 20 reporters uncovering engaging local news stories, resulting in an award-winning news show.
- Contributed, organized and ranked pitches for news stories during weekly assignment meetings.

UNC-CHAPEL HILL OFFICE OF UNDERGRADUATE ADMISSIONS Chapel Hill, NC

May 2018 – May 2019

SOCIAL MEDIA & VIDEO PRODUCTION INTERN

- Communicated stories of interest from across the student body on owned and operated channels including social media and blog sites.
- Developed, produced, wrote, and launched new products, namely video series, newsletters, and notices to attract prospective students, partnering with marketing and communications colleagues.
- Drove a 32% increase in Instagram following and boosted overall user engagement by 25% through compelling storytelling and the implementation of search engine optimization principles and best practices.

SKILLS

- **Adobe Creative Suite** (Premiere Pro, Audition, Photoshop, Lightroom, Illustrator, After Effects and InDesign)
- **Project Management Tools** (Asana)
- **DSLR Mirrorless AND 4K Cameras** (Sony FS5 Mar II, Cannon R5, Lumix GH5)
- **Social Media Management & Analysis** (Google Trends, YouTube Analytics, Hootsuite)

EDUCATION

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

BACHELOR'S DEGREE: BROADCAST & ELECTRONIC JOURNALISM MINOR: FILM