



YELENA BAYKOVA

MEDIA MANAGEMENT

Creating and managing photo and video content for your business across all social media platforms.

CONTACT

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ONLINE PROFILES

[LinkedIn](#)

[IMDB](#)

Digital Media Producer
Expert Media Management

SOCIAL MEDIA MANAGEMENT EXPERIENCE 5 years
Marketing, ad creation, customer engagement, analytics: Facebook, Instagram, YouTube, Twitter, SnapChat and the associated advertising platforms for each.

MEDIA PRODUCTION 10 years
Film and Photography for films, music videos, international and regional commercials, using wide range of digital cameras. Canon 5D mark III to RED Dragon. Post production: Adobe Creative Cloud (Premiere, After Effects, Photoshop).

- **Pre Production** - Concept creation, script writing and reviewing processes, storyboarding, production scheduling, team management.
- **Production** - Camera operation, setup and lighting, basic sound recording, directing both talent and crew.
- **Post Production** - Editing, organizing post footage, special effects, color correction, sound and music, and presentation to executives or producers.

Design and Production Management of Marketing Materials: physical and digital flyers, adverts, brochures, posters, stickers, and management of the printing process.

Website creation: design and editing using WordPress.

Brand building and targeted marketing: previous clients Greyhound Love Store (online jewelry store), Zombies Vs. Snowboarders (film and merchandising store), Warp Wrapz (customized snowboarding goggles).

Previous Experience

Media Director at Lorimer Promotions 2015-1017
Te Anau New Zealand +021 08 430 513

Media Manager at LifeVantage Corporation 2010-2015
Salt Lake City, Utah 801-228-8151

Video Playback Operator (VTR) 2009-2018
Various multi-million dollar films shot on location in Utah.

Media Producer Independent Contractor at White Crow Films
2015-present

References

Jason Moffat - Director of Media, Lifevantage Corporation
jmoffat@lifevantage.com 801-228-8151

Gary Langenheim - Owner of Langenheim Creative Group
gary@garylangenheim.com 646-717-0080

Adam Butcher - CEO of Lorimer Promotions (New Zealand)
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