

Lucas E. Paris

Content Coordinator, Brand Invigorator

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Hi! Here are a few things that I bring to the table:

- A creative storytelling background; a keen ability to find ways to invigorate content while centering compassion & strong branding
- Deep understanding of current content and social trends, visual branding, and creating engaging end products
- Strong experience leading creative projects, assisting large scale campaigns, and developing branding
- A strong passion for inclusivity, learning, community, and being a part of a tight-knit team

EXPERIENCE

DIGITAL CONTENT COORDINATOR - FRIENDS OF THE CHILDREN, NATIONAL

May 2021 - Present | Remote

Assisting and developing content and marketing needs network wide; point for visual asset creation and management

- Reinforcing national non-profit branding by producing marketing and promotional video, social media, web content
- Invigorating digital content by providing insights and strategy that led to increased traffic to online platforms
- Creating gratitude content to celebrate partnerships and ambassadors online and social media, such as Michael Jordan, Simone Biles, Ciara
- Adept at meeting tight deadlines, strengthening communications, and providing marketable content with short turnarounds

KEY DELIVERABLES AND ACCOMPLISHMENTS

- Creating, updating Video, Photo, and Social Media Guidelines that unified content under the Friends of the Children brand
- Lead on creative and design of 2021 Year End Giving campaign, most successful year-end campaign in org. history
- Increasing audience growth and brand awareness on social platforms by 21% across all platforms

FREELANCE CONTENT PRODUCER

September 2018 - December 2021 | Portland, OR

Notable clients include Red Bull, Pollinate, Sockeye, Oregon State University

- Added quantifiable value to client's visual brand by providing exceptional video content
- Solved content issues and focused goals through creative consultation, strengthening visual presence on outward facing platforms
- Assisted digital agencies on large-scale edits for clients like Columbia, FirstTech by organizing footage, editing content
- Captured Behind-the-Scenes content for clientele, feature films, photoshoots

KEY DELIVERABLES AND ACCOMPLISHMENTS

- Created short-form social media content and photography which accentuated client's brand, grew engagement and audience
- Led creative on short documentary that led to OSU faculty winning Faculty Forum Innovation Award
- Delivered behind-the-scenes raw video that captured emotions and energy on set, used for nationwide marketing campaigns

PRODUCTION ASSISTANT/EDITOR - SHIELDS FILMS

April 2019 - May 2021 | Portland, OR

Notable clients include Yakima, KEEN, Wells Fargo, POIC

- Led and assisted filming on large productions; comfortable on all sizes of sets
- Facilitated edits on commercial content; received and implemented creative lead and client notes
- Oversaw and organized equipment, data, footage, and production schedules

KEY DELIVERABLES AND ACCOMPLISHMENTS

- Branded YouTube content for Yakima, shot and edited +35 video line with over 117,000 views
- Heartfelt and effective promotions for non-profit organizations, leading to increase in fundraising
- Created livestream segments and ensured smooth operation of live productions from planning to livestream

TECHNICAL EXPERTISE

Proficient with:

- Adobe Creative Suite
- DaVinci Resolve 16
- Blackmagic Cinema Cameras
- Canon, Sony, Panasonic DSLR
- Canon C100
- RED Cinema Camera
- Mailchimp

AWARDS

EMMY NOMINATION, BEST PHOTOGRAPHER/EDITOR
2017 NATAS Northwest College Awards for Excellence

1ST PLACE, BEST SELF PROMOTION VIDEO AD
2017 College Media Business and Advertising Managers Awards

2ND PLACE, BEST TV PROMO/PSA
2017 College Media Association Pinnacle Awards

EDUCATION

OREGON STATE UNIVERSITY
Graduated August 2018

Major in Media Production
Minor in Photography
Summa Cum Laude
