

ERIN YASMEEN DORAN

CINEMATOGRAPHY
PHOTOGRAPHY
BRAND DEVELOPMENT
SOCIAL MEDIA MARKETING



SUMMARY OF QUALIFICATIONS

Erin is a true storyteller and visual artist specializing in social media marketing. She is fluent in the digital and analog space and guides her clients in creating an authentic and unique visual identity. She is well versed in coordinating pre- and post-production activities, possessing comprehensive skills directing, shooting and editing film and video production

TECHNICAL EXPERIENCE

- Adobe Creative Suite CC: Lightroom, Premiere, Photoshop, Illustrator, InDesign, After Effects, Acrobat, Audition
- Microsoft Office: Powerpoint, Word, Excel
- DaVinci Resolve

EDUCATION

American University

B.S. Film and Media, minor in Digital Marketing
2016-2018

Champlain College

Communications and Digital Marketing
2013-2016



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PROFESSIONAL EXPERIENCE

Visuals by Erin Yasmeen – Founder | August 2016 - present

- Freelance work including music videos, weddings, corporate inhouse videos, short films, event capture and more
- Work with a variety of clients to visualize and display an event, promotion or product
- Capture events such as Complexcon, Buku Fest, Riot Fest, Adidas Legacy, Upswell and more
- Create custom content for brands and clients to market themselves on social media
- Consult and create visual content for businesses that represent their vision and services in a fresh way that attracts their target market
- Service individual professionals and artists/models, as well as companies and brands to match their branding aesthetic

American University – Student Technical Director | September 2016-August 2018

- Camera Operator for News Programs and Live streams for the University
- Promoted to Master control room in 4 months where I was responsible for monitoring the quality and accuracy of the on-air product, switching cameras, adding and monitoring audio, ensuring the transmission meets school regulations, troubleshooting equipment malfunctions, and preparing programming for future playback.

Embassy of the United Arab Emirates – Video Production Team | June 2016 - August 2017

- Helped film and set up audio and equipment for a documentary being made by The National Kidney Foundation and The Embassy of the United Arab Emirates - Washington, DC in New York, DC and VA
- Assist with different projects that the UAE is a part of such as, The Susan G. Komen Race for the Cure

Discovery Communications – Domestic Distribution Intern | June 2015 - August 2015

- Conducted and analyzed competitive network analysis in preparation for upcoming contract renewals
- Researched Over the Top Potential, Youtube Piracy and Competitive Networks
- Compiled Research From Networking Tracking into a Presentation Highlighting Trends and Noteworthy Content and made recommendations based on the information collected
- Pulled Channel Listings and organized Emails for upcoming renewal contracts
- Examined the changing linear and digital TV viewing landscape and experience and created a presentation reflecting data collected
- Collected and presented lowdown about Youtube Platform
- Enhanced marketing presentations for business-to-business relations by updating and managing premieres and promotions as well as VOD release dates across all networks
- Presented ideas to executives, team members and leadership

United Nations – UNA-USA Intern | June 2014 - August 2014

- Assisted in launching the new GenUN site
- Monitored activity and assisted in developing strategies for GenUN's social media
- Organized and categorized Chapter Lists
- Incorporated GenUN's core values into shareable content
- Formulated ideas for direct mail
- Created and executed strategies that helped launch key campaigns across multiple platforms
- Created graphics and logos for the GenUN site and UNA team
- Formulated GenUN's social media vision
- Created blog posts and social media updates