

# JALEN LANE

## CONTACT

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## PROFESSIONAL SUMMARY

Experienced Motion Graphics / Video Designer / Animator with 4 years of experience working in a fast-paced, deadline orientated design and production environment.

Effective communicator, adept at aligning teams with production goals and enhancing content efficiency through performance analysis and creative refinement. Demonstrates strong leadership, adaptability, and collaborative skills, thriving in both team and independent settings.

## RELEVANT SKILLS

Video Editing Software	<div style="width: 100%;"></div>
Technical Proficiency	<div style="width: 100%;"></div>
Media Management	<div style="width: 90%;"></div>
Sound Editing	<div style="width: 100%;"></div>
Attention to Trends	<div style="width: 100%;"></div>
Software Skills	<div style="width: 100%;"></div>
Production Knowledge	<div style="width: 80%;"></div>
Time Management	<div style="width: 100%;"></div>
Adaptability	<div style="width: 90%;"></div>
Communication	<div style="width: 100%;"></div>
Sales & Marketing	<div style="width: 70%;"></div>
Client Interaction	<div style="width: 100%;"></div>
Creative Eye	<div style="width: 100%;"></div>

## EDUCATION

**Georgia State University**  
A.A. Film and Video Production

- CINEMA Project graduate
- Production and post-production for series of short films
- Post-production for United Way documentary

## PROFESSIONAL EXPERIENCE

### Video Editor / Animator / Post-Production (Part-Time)

**BLD Online Solutions, LLC** | July 2019 - Present

- Coordinated end-to-end project management, encompassing project scoping, project plan formulation, milestone tracking, effective communication, status reporting, and timely asset delivery
- Collaborated closely with the Creative Director and Senior Creative Leadership during the commencement of campaigns and brainstorming sessions, contributing valuable insights to shape creative directions
- Skillfully designed graphics and dynamic video content tailored for diverse platforms including creative initiatives, multimedia presentations, social media, and web-based applications
- Applied an artistic eye and technical proficiency to transform concepts into visually compelling assets
- Established as the primary liaison between producers, designers, and stakeholders, facilitating seamless communication and ensuring a clear understanding of daily project status and project goals.
- Demonstrated proficiency in video editing and motion graphics, effectively contributing to projects requiring dynamic visual elements
- Lead edit sessions of VOD offerings for YouTube and other client social media applications

### YouTube Channel Manager (Self-Employed)

**LTG, LLC** | April 2017 - Present

- Over the course of the last 6 years, my YouTube channel has successfully garnered 14,000 subscribers, accumulated over 3 million total views, produced a substantial catalog of 300+ videos, and achieved an impressive watch time exceeding 300,000 hours.
- Help to increase viewership and subscriber base by product TikTok video and social media content.
- Keep track of analytics for video performance.
- Create engaging video content from live streaming for channel that aligns with brand messaging.
- Manage all technical aspects of creating and publishing videos.
- Manage the day-to-day operations of YouTube channel, focusing on building and growing the brand within the platform.
- Develop channel sponsorship partnerships/relationships with HelloFreshUS.

### Production Assistant - Home Depot Commercial (Contract)

**Trade School** | April 2022 - April 2023

- Helping prepare the set with lights, props, equipment etc.
- Assisting costume designers, directors, camerapeople and other crew members
- Printing and distributing daily paperwork (e.g. scripts, call sheets)
- Escort actors around the filming area and coordinate extras
- Conduct crowd control by putting up signs, directing pedestrians away from filming, lock down sets etc.
- Act as a runner distributing messages or items within film crew and cast
- Undertake errands as assigned.

## REFERENCES

**Kirstin Casner**  
*BLD Online Solutions*  
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