

FLORA MASSAH

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EXPERIENCE

Video Content Creator

Volo Group | Remote | August 2018 - Present

- Produce weekly [motivational video content](#) to promote brand awareness and increase traffic
- Design template for short promotional videos
- Research personal growth industry trends
- Assemble and edit appropriate source video, stock footage and music to create engaging story
- Manage video projects from conception to final edit

Freelance Video Editor

Various Clients | Remote | January 2018 - Present

- Organize raw footage and edit sequences
- Incorporate motion graphics, text, music and effects
- Ensure logical sequencing and smooth transitions
- Post-production audio and color correction
- Offer creative direction & conform to brand guidelines

Animator & Researcher

openIDEO | San Francisco, CA | Aug - December 2017

- Created short [animation](#) explaining [proposal](#) for how to increase gratitude in the workplace
- Collaborated with UX designers and researchers in creating user experience map, synthesizing feedback from user testing, and developing concept for animation
- Selected as a top idea by openIDEO and awarded grant

Multimedia Consultant

Manurewa Marae | Auckland, New Zealand | 2013 - 2014

- Directed & edited [promotional videos](#) for holistic health clinic, raising community awareness of their services
- Increased website usability by restructuring its information architecture based on user needs
- Developed communications strategy outlining best practices for utilizing & building upon existing tools

EDUCATION

Princeton University

Bachelor of Arts in

Anthropology

Certificate in Gender &

Sexuality Studies

Skillcrush Blueprints

Visual Designer

Mobile & Web Designer

SKILLS

Video

Adobe Premiere

Final Cut Pro

After Effects

Audition

Design

Photoshop

Illustrator

InDesign

Sketch

Research

Participant-observation

In-depth interviews

Ethnography

Technical

HTML5, CSS3

WordPress

LANGUAGES

Farsi (Advanced)

Japanese (Intermediate)

Maori (Beginner)