

Hayley Garcia

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Education

Emerson College , Bachelors of Arts in Media Arts Production/Television Production	2017 - 2019
County College of Morris , Associated Degree in Broadcasting Arts and Technology	2015 - 2017

Certificate

County College of Morris, Certificate of Media Technology	2019
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Skills

Editing Software: Premiere Pro, After Effects, Illustrator, Photoshop, Final Cut Pro, Frame.io

Microsoft Office Suite: Word, Excel, PowerPoint

Mac OS: Pages, Keynote, Numbers

Google Suite: Docs, Sheets, Slides

Achievements

Accomplished “Video of the Month” Award and have won 8 times since 2023

Co-Organizer- Ladies Social (20s - 30s), a social club for women in the Rochester, NY area with a member count currently exceeding 300 members. Skills: Organize Events, Social Media Advertising, Community Outreach, and Networking.

Camera Operator with The Emerson Channel (Breaking News) | 2018-2019

Work Experience

CGI Digital, Rochester, NY (Hybrid)

Video Editor

Aug 2023 - Present

- Delivered edited videos for 359+ contracts, regularly working with high-volume projects (some contracts exceeding 50+ videos each)
- Accomplished 10 - 12 edited videos weekly, ranging from 15 seconds to 2 minutes in video duration
- Created 24 - 49 social media style videos weekly, ranging from 8 - 15 seconds in video length
- Organize hard drive files on a weekly basis to ensure a secure and smooth process to keep the workflow moving efficiently
- Prepare and download video assets utilizing frame.io for weekly edits
- Ensure all assets are organized and work with other departments to obtain necessary information
- Review client websites and social media to match their branding to their videos
- Ensuring color and fonts are similar and on brand for clients
- Review footage and troubleshoot any issues that may arise and communicate issues with the team in a timely manner
- Correct and balance audio levels on each edit utilizing the enhance speech tool through Adobe Suite as well as multiple audio tools in Premiere Pro
- Color correct, white balance, and adjust lighting on all footage utilized in every edit by using the Lumetri color feature in Premiere Pro
- Create compelling motion graphics using After Effects and Adobe Illustrator to elevate videos and raise brand awareness

- Design eye catching call to action ending graphics using the client's logo and contact info
- Collaborate with the pre-production team on client-initiated changes
- Participate in monthly "Video of the Month" submissions and winning 8 of them since 2023

AmazonLit, Fairfield, NJ (Remote / Freelance)

Video Editor / Social Media Manager

July 2019 - Dec 2024

- Produce and edit all paid advertising creative (both video and static) and work closely with the advertising team on all stages of advertising implementation
- Growing knowledge and experiences of HubSpot
- Knowledge of SEO best practices, implementation, and management
- Write copy for social media and advertising
- Edit short form video and photo content for the mentoring and consulting division of the company to utilize on all social media platforms
- Organized, edited and uploaded 100+ hours of private course content in support of AmazonLit's Esellers Resource Initiative (ERI), the company's online training program which serves more than 800 paid members.
- Edit long form Q&A style videos for YouTube
- Research media marketing strategy, including ways to increase media presence and engagement
- Stay up-to-date with the latest social media best practices and technologies
- Manage and oversee all technical aspects of video recording and editing
- Develop an overall video brand messaging strategy
- Minor administrative work including answering questions from course members and helping to set up and schedule meetings, events, and meet and greets for company founders

Vin Di Bona Productions, Santa Monica, CA

Digital Team Intern

Sept - Dec 2018

- Curated viewer submitted content for the creation of social media videos
- Edited viewer submitted content and made video compilations for America's Funniest Home Videos (AFV) Facebook and YouTube pages.
- Moderated the AFV Facebook page by replying and interacting with viewers in the comment section
- Worked as a production assistant on multiple tapings of America's Funniest Home Videos by helping set up craft services, ran errands, moved set pieces, tracked the show while taping to provide the production staff with accurate scene information, observed the director in studio