

LUCY KASKEL

LUCYKASKEL@GMAIL.COM | LUCYKASKEL.COM

WIRED TO BE CREATIVE

An avid knitter, filmgoer, content creator (13M+ views), reader, television binger, ukulele player, crochet artist, short story writer, cartoon artist and film photographer.

DIGITALLY SAVVY

Proficient in Adobe Premiere, Photoshop, Illustrator, InDesign, Canva, Final Draft, Monday.com, Later.com, Airtable.com, JavaScript, HTML and CSS.

Thorough understanding of TikTok, Instagram, Pinterest, Twitter, Facebook, Reddit, LinkedIn and YouTube.

EDUCATION

Tufts University

B.A in Film and Media Studies

Summa Cum Laude

MAY 2023

Relevant coursework: Producing for Film, Screenwriting, Digital Media Production, Television in the Age of Change, Postmodernist Film, Television History, Japanese Film, The Art of The Moving Image, Documentary History and Practice, and Sociology of Film.

WORK EXPERIENCE

Brand Social Marketing Intern, **HBO Max**

JUN - AUG 2022

- Brainstormed, pitched, wrote, shot, and edited video content for HBO Max social channels.
- Researched, developed, and refined content ideas for influencer marketing strategy.
- Brought authentic hosted content and personality to a previously clip-based TikTok account.

Creative, **Goose Yarns**

MAY 2022 - PRESENT

- Create all knitwear, logos, and branding used on the @gooseyarns Instagram and gooseyarns.com.
- Generated a 937% increase in accounts reached and 507% increase of engaged accounts.
- Write and produce original video content and branded content for TikTok and Instagram Reels.
- Coordinate sales with vendors and manage brand deal agreements.

Production Assistant, **Paramount +**

APR - MAY 2022

- Assisted cast and crew with health and safety requirements for Paramount's "Finestkind."
- Responsible for alerting cast and crew of beginning and ends of takes.

Media Analyst, **Katch Media**

SEP - DEC 2021

- Analyzed and coded movies, rating 1750+ genes (elements of film) for the Katch Genome.
- Completed rigorous training with recognized achievements in film analysis.

Production Assistant, **A + L Media**

OCT 2021

- Production assistant on mayoral campaign for Boston's first female mayor, Michelle Wu.
- Coordinated, delivered and displayed all crafts services.
- Transported crew around the Boston area.

Digital Marketing Strategist, **Above Summit Films**

NOV 2020 - MAR 2021

- Designed a brand identity system to effectively convey styling and company message.
- Created logos, two brand websites, merchandise mockups, and social media posts.
- Assisted with videography and photography for behind-the-scenes footage.

Festival Promotion Intern, **Boston Drone Film Festival**

NOV 2020 - MAR 2021

- Scheduled, created and distributed written content, video, and images.
- Reformatted a previously image based feed to have engaging and attractive posts.
- Actively reached out to prospective festival participants, increasing festival submissions.

ADDITIONAL EXPERIENCE

Writer, Director, Producer, **Short Film "DOLL"**

OCT 2022 - MAY 2023

- Wrote script, shot-list, budget proposals, and call sheets for short film, "Doll."
- Coordinated shooting on location at local restaurants and supervised shoots.
- Casted and directed actors.

Layout Executive, **The Tufts Daily**

SEP - DEC 2021

- Used InDesign to design entire spread for Tufts University's school newspaper.
- Worked on an extremely short deadline, adapted to breaking news and article changes.
- Responsible for teaching club members how to use InDesign specific to the Daily.

Videographer, **Spirit of The Creative**

APR 2021

- Recorded fast-paced dance performances.
- Responsible for camera equipment.