

# ASHLEY PURVIS

VIDEO CREATIVE

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[ashleypurvis.com](http://ashleypurvis.com)

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## *Summary:*

Skilled in working with clients and stakeholders to produce compelling video content for multiple platforms. Passionate about cinematic visual storytelling that makes a difference. Adaptable and empathetic, with the ability to create high quality videos that meet a variety of needs.

## *Experience:*

Multimedia Specialist, Simmons University

*March 2023 - Present*

- Create engaging and visually appealing multimedia content to enhance the university's brand and attract prospective students, donors, and alumnae/i engagement.
- Collaborate with faculty, staff, and students to create video and photo content that aligns with the university's mission and academic programs.
- Develop and implement innovative multimedia strategies that enhance the video production process, like production timelines.
- Manage and maintain the university's multimedia assets, including video footage, images, graphics, and audio files.

Junior Videographer, Simmons University

*August 2021 - March 2023*

- Assisted senior multimedia producer in scheduling, filming, and editing compelling social media content.
- Filmed and edited videos and photography to effectively communicate the university's mission and values.
- Assisted in the production of videos by setting up and operating cameras, lights, and audio equipment.

Videographer & Editor, East Broad Top Railroad

*August 2020 - July 2022*

- Created an engaging and informative video documentary that showcases the beauty and history of the East Broad Top Railroad, attracting new visitors and preserving the legacy of this historic landmark.
- Interviewed multiple railroad workers and stakeholders on the importance of the railroad's revitalization.

- Edited short promotional trailers that highlighted the unique experiences and attractions offered by the East Broad Top Railroad, driving increased customer interest and engagement.

## Video Production Team Manager, Juniata College

*January 2020 - August 2021*

- Led a group of students in creating compelling video content for campus-wide events and clubs that aligned with the college's standard of visual storytelling.
- Managed all video production team projects, critiqued creative short films, and trained students in Adobe Premiere Pro.
- Collaborated with campus departments and organizations to identify opportunities for video content creation that align with their objectives and specific needs.
- Promoted from team member to Project Manager, and then again to Manager.

## Wedding Videography, Shotz Multimedia

*August 2013 - July 2016*

- Collaborated with clients to capture their wedding day, ensuring customer satisfaction and delivering high-quality footage that tells their unique story.
- Communicated with team members to ensure creative cinematography techniques.
- Prioritized cinematic storytelling techniques to create unique wedding videos for clients.