

# KeJuan Smith

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## MULTI-MEDIA SPECIALIST

I am a multimedia specialist primarily focusing on photography and videography. I comprehensively understand lighting techniques, digital editing tools, and on-site team and project management. I have successfully operated social media accounts to amplify engagement and reach. I am consistently seeking exciting opportunities to showcase my expertise and embrace new challenges in the realm of media.

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### KEY COMPETENCIES

Photography  
Videography  
Digital Editing  
Social Media

Creative Problem-Solving  
Visual Storytelling  
Adobe Creative Suite  
Adaptability

Team leadership  
Communication  
Operations management  
Continuous Learning

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### EXPERIENCE

#### Whitman College

Aug 2022 - July 2024  
Walla Walla, WA

##### Creative Media Collaborator (Contract)

Accomplishments:

- Proficiently directed, operated cameras, and produced short films and documentaries.
- Executed post-production tasks, including editing, color grading, and audio enhancement.
- Maintained a keen eye for detail to uphold the integrity and visual appeal of all deliverables.
- Led teams in group projects, delegated tasks, and provided constructive feedback.
- Collaborated with teams to ensure timely delivery of polished multimedia assets.
- Actively contributed to the strategic planning and execution of multimedia content.
- Utilized critical thinking to analyze problems, evaluate solutions, and make decisions.
- Screened films at the Short. Sweet. Film Festival, Whitman College Film Festival, and the Whitycombe Film Festival.

#### Blackstone Bicycle Works

Aug 2017 - Nov 2022  
Chicago, IL

##### Social Media Coordinator

Accomplishments:

- Developed and implemented social media strategies that resulted in a 30% increase in follower engagement over six months.
- Created compelling visual content, including photos and videos, to showcase products and events, leading to a 25% increase in website traffic from social media platforms.
- Managed multiple social media accounts (Facebook, Instagram, Snapchat, TikTok) with consistent updates, resulting in a 20% growth in overall audience reach.
- Implemented targeted advertising campaigns on social media platforms, resulting in a 15% increase in online sales within three months.

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### EDUCATION

#### Whitman College

B.A Film & Media Studies

Thesis: Television's Secret Formula for People of Color

#### Whitman College

B.A Philosophy (Honors)

Honors Thesis: Hyper-focus the New Intellectual Virtue—or is it?