

# LINDSEY AUGUSTA MERCER

lindseyamercer@gmail.com

330.321.7599

(they | them)

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## SKILLS

Highly motivated digital artist with an impeccable eye and instinct for story-telling, musicality, pacing, and tone. Skilled with DSLR for Photography & Video (Sony A7siii, Canon & Nikon Platforms), Cinema: Canon C100. Expert collaborator, communicator, and problem solver. Self-starter with strong work ethic and organizational skills. A calming and uplifting force tuned in to efficiency. Proficient with Adobe Creative Suite, astrology, and Dad jokes.

Spending my life crafting stories through words, movement, light, video, and music, I offer a sharp instinct for how to creatively encapsulate the core values of any product or brand, and translate them into a compelling narrative. Let's see what we can make together.

## EXPERIENCE

### **CONTENT PRODUCER** - SIGNATURE THEATRE COMPANY, NYC - *OFF-BROADWAY*

- Responsible for producing, planning, and shooting all institutional and production related footage:
  - Lighting, Conducting and Filming Multi-Camera Interviews
  - Filming Live Productions and Special Events (live-streaming)
  - Event and Institutional Photography
- Editor of all video materials- both for institutional fundraising and marketing purposes
  - Long and short form formats optimized for social or web platform
  - Production specific trailers, sizzlers, interviews, and promotional materials
  - Mission-based content
  - Building Graphic Title Animations in Adobe After Effects, Closed Captioning
- Contributing to marketing strategy
  - Developing the artistic brand and voice of the company
  - Clever branding & word play
  - Staying on the clip of social media content trends
  - Engaging target demographics on various media platforms
- Graphic Design
  - Building custom graphics for website, email, and social media to promote events and company initiatives
  - Creating informational slideshows for virtual events

### **FREELANCE VIDEOGRAPHER & EDITOR** (*SELECT CREDITS*)

- Weddings & Events
- NewFest LGBTQ Film Festival - 2019 Festival Trailer / '21 Event Capture & Season Wrap
- "The Brave Ones" Music Video Feature with Jocelyn Mackenzie
- Musical Theater Cabarets (*Broadway Sings*, Ring of Keys "*queering the stage*")
- Flex Camera Operator for *Kids on Rocks* Productions

## FREELANCE PHOTOGRAPHER & GRAPHIC DESIGNER

- Actor headshots & Style Photography
- Product & Event Promotion
- Wedding/Events

## EDUCATION



**BALDWIN WALLACE UNIVERSITY DEPARTMENT OF THEATRE AND DANCE**

**B.A. , Theatre (*Directing/Acting Focus*)** minors: **History, Music**  
Cum Laude

Berea, Ohio 2013

