

LINDSEY AUGUSTA MERCER

SKILLS

Driven digital artist with an impeccable eye and instinct for story-telling, musicality, pacing, and tone in video content. Through being trained as a professional theatre artist, I have a sharp understanding of how to creatively encapsulate the core values of any story or brand and translate them into a compelling narrative. Skilled with DSLR for Photography & Video (Canon & Nikon Platforms), Cinema: Canon C100. Expert collaborator, communicator, and problem solver. Self-starter with strong work ethic and organizational skills. Adept with Adobe Creative Suite and Dad jokes.

EXPERIENCE

DIGITAL MEDIA ASSOCIATE - 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)
 - Photographing events and retail products
- Editor of all video materials- both for marketing purposes and institutional fundraising
 - Long and short form videos optimized for social or web platform
 - Production specific trailers, sizzlers, interviews, and promotional materials
 - Mission-based content
 - Building graphic animations in Adobe After Effects
- Contributing to marketing strategy
 - Leading creative brainstorms for team campaigns
 - Staying on the clip of social media content trends
 - Developing the artistic voice of the company brand
- 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)

- NewFest LGBTQ Film Festival - 2019 Festival Trailer
- "The Brave Ones" Music Video Feature with Jocelyn Mackenzie
- "What Else Can We Do" 2020 Video Campaign for *Actors Theatre of Louisville*
- NYC Musical Theatre Cabarets (*Broadway Sings*, *Ring of Keys "queering the stage"*)
- Flex Camera Operator for *Kids on Rocks Productions* (NYC)

FREELANCE PHOTOGRAPHER & GRAPHIC DESIGNER

- Actor headshots
- Wedding/Events
- Product Promotion

EDUCATION



BALDWIN WALLACE UNIVERSITY DEPARTMENT OF THEATRE AND DANCE

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

Berea, Ohio 2013

Cum Laude

REFERENCES AVAILABLE UPON REQUEST



Lindseyamercer@gmail.com