

Trevor Walega

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Summary

Delivering intentional and engaging stories with a growing skillset across the digital media landscape

Experience

Writer - Self-Employed / December 2020 - Present

- Execute purposeful copywriting and revising for over 60 clients, varying in length and niche, for companies and individuals alike
- Develop engaging scripts to increase retention and visibility for YouTube channels, driving 300k+ views total
- Generate written content for several significant Kickstarter campaigns, including 8,000+ donors pledging \$2.4m+ in a single month

Multimedia Co-Op - DTE Energy, Detroit, MI / May 2022 - December 2022

- Performed dynamic camera operation capturing electrical repair zones, customer stories, community outreach/charity events, and award ceremonies, via Blackmagic Ursa and Sony PXW-Z150 cameras
- Assisted in setup/teardown of multi-camera interviews, live broadcasts, large-scale events, and multimedia support for internal and external clients
- Conducted video editing for diverse projects across the enterprise, reliably meeting deadlines and adapting to evolving client needs
- Collaborated with key brands including Ford, North American International Auto Show, Motor City Casino, DAPCEP, and United Way of Southeast Michigan to execute live events

Marketing Director - Dive Media / March 2020 - December 2022

- Managed all communication and community outreach within the startup's social platforms
- Composed engaging and compelling social media posts to further online presence, generating over 50k impressions and 10k profile visits monthly
- Strategized with co-founders to convert development of Dive, an upcoming social media platform, into a coherent brand identity

Skills

Technical

- Camera Operation, Video Editing, Creative Writing, Photography, Social Media Marketing, Broadcasting, Motion Graphics, Color Grading
- Adobe Premiere Pro, Photoshop, Lightroom, After Effects, Audition

Interpersonal

- Adaptability, Critical Thinking, Collaborative Problem-Solving, Time Management
- Reliability, Communication, Punctuality, Compassion, Active Listening

Education

Ferris State University / August 2019 - December 2022

- Bachelor's of Science Degree in Television and Digital Media Production
- Advanced Producing and Directing, Cinematic Story Production, Remote TV