
PROFESSIONAL EXPERIENCE

Marishka Pictures | Jersey City, NJ

2015 - Present

Producer, Videographer, Content Strategist, Photographer

- Develops video content strategy for small businesses that are optimized for websites, TV, Youtube, and vertical-first platforms such as Instagram Reels, TikTok, and YouTube Shorts.
- Produces, designs lighting, films, and delivers high-quality video content for promotional campaigns, corporate videos, social media, e-commerce, commercials, and internal communications in both, traditional and vertical formats.
- Produces narrative film and documentaries, and creates digital marketing strategies for film promotion.
- Maintains a broad network of creative professionals, technical crew, and vendors to efficiently staff and support multimedia productions.

NEXTV, LLC (Freelance) | Wayne, NJ

2021 - Present

Producer, Director of Social & Digital Content

- Leads the creation and execution of high-quality performance ads, UGC content, testimonials, and product demos for clients like BulbHead, Idea Village, Copper Fit, Bed Bunny, Drain Magic, etc.
- Manages influencer and content creator partnerships to expand reach and amplify digital storytelling.
- Write scripts, outlines, and creative briefs for video content, interviews, and branded storytelling pieces.
- Monitors trends, platforms, and best practices to optimize tactics, achieve KPIs, and grow audience engagement.
- Leads collaborations with clients and creative teams to align visual storytelling with branding and marketing objectives.
- Oversees end-to-end video production for campaigns, managing pre-production, filming, and post-production, and content delivery across digital platforms and partner channels.
- Acts as a videographer for select video projects.

NEXTV, LLC (Full-Time) | Wayne, NJ

2017 - 2021

Line Producer, Videographer

- Oversaw end-to-end video production for campaigns, managing pre-production, filming, post-production, and content delivery across TV and digital platforms for clients like BulbHead, Idea Village, Flawless, Copper Fit, Microtouch Titanium, Ontel.
- Transitioned casting operations in-house, reducing talent and agency costs by approximately 33% per project.
- Streamlined production workflows and internal processes, improving project turnaround efficiency by up to 30%.
- Negotiated rates and contracts with production location managers, cast, and crew to maintain cost-effective production.
- Led on-location and studio productions, overseeing direction, lighting, framing, composition, and camera movement to create visually compelling footage.
- Wrote scripts, outlines, and creative treatments for video content, interviews, and branded storytelling pieces.
- Tracked and manage in-house inventory for filming equipment, including cameras, lighting, and grip gear.

Grey Sky Films (Freelance) | Succasuna, NJ & New York, NY

2021 - Present

Gaffer, Grip

- Executes lighting and grip setups for interviews, branded content, commercials, and corporate video productions for brands like BMW group, Weil Cornell, Withum, RMA, Hunterdon Health, Nyack Hospital, Atalanta Corp.
- Collaborates with directors, producers, and camera teams to create visually consistent and professional footage.

Fairleigh Dickinson University | Madison NJ

2023

Adjunct Professor - Filmmaking III and Film Producing

- Taught college-level filmmaking and film producing courses as an adjunct professor, covering production planning, cinematography, directing, editing, and project management.
- Mentored students through hands-on video production projects from concept development to final delivery.
- Developed course materials and led classroom and on-set instruction in creative storytelling and production workflows.

EDUCATION

Fairleigh Dickinson University - Magna Cum Laude

B.A., Film Production, Cinematography, 2016

Skills: End-to-end Video Production, Film and Documentary Production, Project Management, Video Marketing & Advertising, Content Strategy, Videography and Cinematography, Canon & Sony Film and DSLR Camera Knowledge, Lighting & Grip, Copywriting, Scripting, Social Media Campaign Management, Content Calendar Planning, Photography, Adobe Creative Suit (Premiere Pro, Photoshop, Lightroom, InDesign), DaVinci Resolve, Canva, Capcut, Website Design (Wordpress, Wix, Shopify, Click Funnels), Monday.com, Asana, Notion, Email Marketing (Mail Chimp, ActiveCampaign).