

# RAYNVA BEUZEKOM (ANY PRONOUNS)

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@RAYNAVB



@RVBFILMS

## EDUCATION

The University of Florida

Bachelor of Science in Public Relations, summa cum laude

Minor in Women's Studies

## SKILLS

Video Editing / Adobe Premiere Pro / Adobe After Effects /  
Adobe Illustrator / Adobe Lightroom / Influencer Marketing /  
Diversity & Inclusion / Climbing / Hiking / Eating Good

## WORK EXPERIENCE

### Fleishman-Hillard

January 2023 - Present

*Graduate Video Production Intern*

- Conceptualize and edit videos for GoArmy social media platforms
- Identify social media trends relative to Gen Z, earning 100k+ impressions on proposed ideas for the GoArmy Instagram account
- Working experience with motion graphics using After Effects and Cinema 4D

### Steelcase

May 2022 - August 2022

*Videography and Communications Intern*

- Collaborate with Global Operations leadership to produce, film and edit a mini documentary to highlight a significant investment in new technology in the Grand Rapids Wood Plant
- Create high-quality multimedia storytelling with short timelines through photo, video and graphics that engages customer, dealer and internal audiences
- Communicated with dealers, salespeople and industry experts from the perspective of a global brand
- Gained knowledge about using a Canon C70, audio equipment and stabilizers

### Statusphere

May 2020 - May 2022

*Customer Success Associate*

- Analyze data from micro-influencer campaigns to create reports and provide feedback and recommendations to clients (ie. Ole Henriksen, Sweetie Ice Cream Co., Cove Security Systems)
- Document and suggest improvements to the customer success processes to increase the team's organizational efficiency
- Organize campaign details to create influencer product offers and content task checklists

## LEADERSHIP EXPERIENCE

### The Agency at UF

March 2022 - Present

*Production Manager*

- Oversee a team of 20 photographers, videographers and producers in the creative department to manage work quality and quantity
  - Manage big picture production responsibilities such as planning and building a production studio, developing production talent and content quality checks
- Manage students' workload and business operation needs alongside fellow creative team leads

PORTFOLIO



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