

# LALITA SEGAL

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## Professional Summary

Detail-oriented Video Production Technician & Media Management Specialist with experience supporting high-volume e-learning production at LinkedIn Learning. Proficient in Canon camera operation, lighting, teleprompting, and media management workflows to deliver organized, ready-for-edit content. Recognized for reliability, collaborative teamwork, and maintaining efficient production workflows.

## Skills

### Technical Skills:

- **Camera Operation:** Proficient with Canon cinema and mirrorless systems.
- **Lighting:** Basic lighting setup and adjustment, including connecting and operating fixtures through the ARRI Stellar app for wireless lighting control.
- **Teleprompting:** Setup and operation using Shoflo and Power Prompter, managing scripts and preparing files for production.
- **Post-Production:** Adobe Photoshop, Lightroom, Premiere Pro & Davinci Resolve (familiar)
- **Media Management & Workflow:** Ingesting, organizing, labeling, and delivering ready-for-edit footage; ensuring accurate backup and transfer of files using ShotPut Pro, Nasuni, and Frame.io; testing and troubleshooting workflow automation.
- **Studio Readiness:** Maintaining clean, organized stages and properly stored equipment.

### Core Skills:

- **Production Coordination:** Ensuring scripts, teleprompter files, and media assets are prepared before shoots.
- **Communication:** Clear and timely communication with producers, directors, DP, and video production teams.
- **Team Support:** Assisting team members with media upload issues and helping them complete tasks efficiently.
- **Process Improvement:** Identifying workflow bottlenecks and providing actionable feedback to improve automation.
- **Organization:** Keeping media, documents, and physical stage spaces structured, clean, and client-ready.
- **Time Management:** Completing uploads, script prep, and deliverables on tight deadlines, including day-of productions.
- **Problem Solving:** Troubleshooting media, file routing, and upload issues quickly and accurately.

## Professional Experience

### Video Production Technician (Contractor) — LinkedIn Learning • Carpinteria, CA

*Nov 2022 – Nov 2023; Rehired May 2024 – Nov 2025*

- Managed media workflows, including ingesting, organizing, and delivering ready-for-edit footage using ShotPut Pro and Nasuni.
- Operated Canon cameras, set up lighting via ARRI Stellar app, and ran teleprompters using Shoflo and Power Prompter.
- Provided support to producers, directors, and VPTs, troubleshooting media upload issues and assisting with deliverables to maintain production schedules.
- Maintained clean, organized stages and properly stored equipment to ensure client-ready environments.
- Rehired following a company-required break, reflecting consistent performance, reliability, and expertise.

### Freelance Production Work — Short Film Projects • 2023 & 2024

- Supported two separate 3-day location shoots as Behind-the-Scenes Photographer/Videographer and 1st Camera Assistant, collaborating with small, fast-moving crews.
- Contributed to short film projects that screened at multiple festivals and earned several awards.

## Additional Experience

### Owner / Operator — Wood Inspire • Online • 2016–2022

- Ran an online business selling products on Etsy, Amazon, and a personal website.
- Photographed all products, managing lighting, composition, and post-production editing.
- Managed inventory, online listings, order fulfillment, and customer communication.
- Developed branding and marketing materials to attract and retain customers.

### Recreation Leader II — City of Ventura • Ventura, CA

- Supported daily structured programming by guiding students through homework, activities, and scheduled tasks.
- Maintained clear communication, supervision, and consistency in a fast-paced, responsibility-heavy environment.

## Education

### Bachelor of Fine Arts in Professional Photography — Brooks Institute