

# ALEX BASSO<sub>(he/him)</sub>

MEDIA STRATEGIST • PRODUCER • EDITOR

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## EDUCATION

Bachelor of Arts | Communications

The University of Texas at Austin – 2016

Full Stack Software Engineering

App Academy – 2023

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## WORK EXPERIENCE

**Showtime Networks, Associate Producer/Editor** • New York, NY **Sep 2019 – Feb 2023**

- Facilitated exponential subscriber growth and brand promotion by writing scripts for and editing network commercials, episode teasers, social media campaigns, partnered promotions, awards submissions, behind-the-scenes content, et al.
- As a member of the creative marketing team, collaborated with series executive producers and department heads to ensure projects were exceptional at the highest level
- Managed individual jobs and integrated marketing campaigns with internal and external partners
- Worked closely with graphics and audio teams to coordinate project needs and polish content

**Spot Savvy, Senior Editor** • Brooklyn, NY **Aug 2016 – Sep 2019**

- Oversaw entire post-production editorial process for boutique video production house
- Individually edited retail commercials, medical explainer videos, training modules, et al.
- Ingested, transcoded, and logged media from shoots into local file storage
- Prepped and delivered final projects to clients via channels like Extreme Reach and other FTP servers
- Integrated new hires into team by providing training on creative techniques and departmental workflows

**Golden Arm Media, Editor** • Austin, TX **Jan 2016 – Jun 2016**

- Edited promotional content for commercial and non-profit clients
- Collaborated with team to enhance company branding and promotion

**ESPN, Assistant Archival Researcher** • Austin, TX **Oct 2015 – Mar 2016**

- Organized archival media and documents using Google Drive for 30 for 30 docu-series
  - Transcribed and logged archival footage and audio
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## SKILLS

**Video Editing:** Adobe Premiere Pro, Avid Media Composer, Final Cut Pro

**Video Production:** Camera operation, audio recording, lighting, directing, equipment management

**Graphic Design:** Photoshop, After Effects, Illustrator, InDesign, Canva

**Software Development:** JavaScript, Python, HTML, CSS, React, AWS, SQL

**Administrative:** Microsoft Excel, Word, Google Sheets, Salesforce

**Social Media Management:** Instagram, TikTok, Twitter, Facebook, Snapchat