

Alec Walker

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EXPERIENCE

MassOff, LLC

April 2025 - Current

Social Media Manager

- Clip existing content for weekly uploads across all major social media platforms
- Track analytics and current trends to identify opportunity to increase engagement
- Manage social content calendar and provide creative feedback on edits and strategies

Lemur Studios

August 2024 - January 2025

Freelance Video Editor/Assistant Video Editor Intern

- Edited 3-camera footage for First Night Buffalo's New Year's livestream event content
- Edited short-form video, long-form audio podcast content for TV and social media
- Shared notes in edit reviews, implemented feedback from clients and sponsors on a short timeline
- Ideate and write treatments for new podcasts for businesses, internal and customer-facing

The Hard Times & Hard Drive

March 2021 - Current

Content Writer

- Publish engaging satirical content to over 1.7 million readers across social platforms
- Follow AP style guide to maintain brand consistency and produce articles with a clear voice
- Participate in creative brainstorming sessions to generate ideas for topical headlines

KeyBank

July 2020 - May 2023

Associate IT Business Analyst/Rotational Analyst

- Created keystroke level workflows of manual processes to identify opportunity for streamlining
- Designed comprehensive technical solutions for complete automation of manual processes
- Interviewed clients, partners, and vendors to assess cost and viability of automation project proposals

EDUCATION

SUNY Buffalo State University

August 2023 - May 2025

Media Production, B.A.

- 4.0 GPA, Outstanding Senior in Media Production Award
- Relevant Coursework: Digital Storytelling, Social Media in Communication, Writing for Broadcast (TV, Internet, Advertising)

Rochester Institute of Technology

August 2016 - December 2019

Game Design & Development, B.S.

- Summa Cum Laude

SKILLS

- **Hard Skills:** Adobe Creative Suite (Premiere Pro, After Effects, Audition, Media Encoder, Photoshop), Davinci Resolve, Google Suite, Canva, Color Grading, Salesforce, Microsoft Office, B2B Marketing
- **Soft Skills:** Independent, Dependable, Detail-oriented, Fast Learner, Creativity, Media Management