



## Megan Yam

Video Marketing Specialist

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Website

Vimeo

LinkedIn

## Education

RYERSON UNIVERSITY  
New Media Arts, B.F.A  
2015 - 2019

## Skills

- Audio and video editing
- Pre-production planning and scheduling
- Motion graphics
- Videography
- Social media videos
- Interviewing
- Graphic design
- Creative thinking

## Programs

- Premiere Pro
- After Effects
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Media Encoder
- Riverside.fm
- Microsoft Office

## Experiences

ALAYACARE 2019 -  
Video Marketing Specialist

- Lead the video marketing strategy by building and executing a video production calendar that aligns and supports marketing goals and corporate OKRs.
- Ideated, shot and edited engaging videos for digital channels that are authentic, compelling and on-brand.
- Scheduled and conducted virtual video shoots using Riverside.fm
- Managed all video assets, including regular maintenance and archiving of content.

FAZE MAGAZINE 2016 -  
Editorial Contributor & Videographer

- Filmed and edited an interview with Actress Zoey Deutch for the release of her movie "Before I Fall".
- Visited the Vancouver Film School as a videographer capturing interviews with professionals in the film and animation industry.
- Conducted research, performed interviews, and attended events to write online articles tailored to millennial women.
- Attended movie screenings and wrote reviews for Hollywood films including "Avengers: Endgame" and "Thor: Ragnarok".

LEONARDO WORLDWIDE CORPORATION 2018 - 19  
Content Creation Specialist

- Collaborated with the marketing team to brainstorm and develop strategies to promote company services via online video.
- Created marketing content that adheres to brand and design guidelines— including videos, blogs, social media posts, animations, and graphic designs
- Directed and launched two video series by producing, filming and editing various interviews with clients and employees.
- Animated a motion graphic to advertise company products and increase sales.

ROGERS TV 2013 - 14  
Production Assistant

- Resolved unpredicted problems in a fast-paced environment to successfully deliver a live broadcast TV program.
- Independently managed microphone and sound levels during live shows.
- Executed on-air graphics that required great attention to detail.