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|  | **Lennox Sweeney** |  | E:  lenrensweeney@gmail.com  P:  0739865869  A:  Stockholm, 16341 Stockholms län  A:  Stockholm, 16341 Stockholms län |  |

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| |  |  | | --- | --- | |  | **Professional Summary** |   Forward-thinking Content Manager, experienced working with cross-functional teams to achieve marketing and brand development goals. Skilled in online content development. Collaborates cross-functionally to create, execute, and optimize fresh digital approaches. Have primarily worked freelance, but open to full time employment as well.   |  |  | | --- | --- | | ❘ | **Work History - Freelance** |   The Shop Los Angeles- Producer and Content Manager • 08/2022 - Current <Https://theshoplosangeles.com/>  <https://youtube.com/shorts/rhfWujDnj4o?feature=share>   * Applied current video editing and photography tools to tell brand stories. * Oversaw effective use of budget for production. * Developed marketing content such as, promotional materials and advertisements for website * Collaborated with SEO and content team to produce website The Shop LosAngeles * Collaborated with Agencies to uphold brand guidelines and select models. * Presented production ideas and determined creative scenarios for production and delivery. * Developed schedules for production, editing, and duplication for timely delivery. * Coordinated with vendors to obtain supplies needed for shoots at best value for money. * Developed project budgets and managed production costs.   Mekonomen - *Content Manager* • 06/2023 - 08/2023  <https://www.mekonomen.se/>  <https://youtu.be/EsByEJYCa5E>  <https://youtu.be/ZVZHbBRYu2U>   * Developed creative approaches to video production to create unique and engaging content. * Develop original content through social listening and independent sources. * Developed production plans and organized resources to * conceptualized timelines, storyboards and themes of video projects.   **/  IFL Watches AB** – *Content Manager* • 06.2023-08.2023  [https://iflwatches.com**/**](https://iflwatches.com/)  <https://youtu.be/vTd9lMfHKiI>  [**https://www.instagram.com/iflwatches/**](https://www.instagram.com/iflwatches/)  [**https://www.youtube.com/shorts/G47vjZcymjo**](https://www.youtube.com/shorts/G47vjZcymjo)   * Developed marketing content such as , promotional materials and advertisements for social media. * Oversaw post-production editing, special effects, music selection. * Social media strategy and analysis   Hardrock Cafe - *Content Creator* • 03/2023 - 05/2023  <https://www.hardrockcafe.com/location/stockholm/> <https://youtu.be/vyZMNdYlGew>   * Ads shown in Central station and Metropolitan * Produced original, creative content for promotional advertisements and marketing materials. * Collaborated with marketing in development of commercial content, maintaining consistency with brand marketing and message strategies. * Developed strategic initiatives based upon company objectives aimed at accelerating growth.   Rethink - *Content Creator* • 01/2023 - 02/2023  <https://www.tatueringsborttagning.nu/>   * Applied current editing and photography tools, Photoshop and Lightroom * Create content for Rethink Website and social media * Strengthened content through editing * Digitally edited photos to enhance appearance. * Photographed high-quality images for various print and digital projects.   Moderna Museet -  *Live Stream Producer* • 11/2022 - 12/2022  <https://www.modernamuseet.se/stockholm/sv/>  <https://web.facebook.com/watch/?v=688962256135917>   * Manage live stream quality of Video and Audio output and cast while successfully maintaining weekly set up and rigging of Live broadcast for social media platforms, in which there were over 3 thousand of viewers per show. * Established communication with art curators and museum management to achieve weekly production deadlines for upcoming shows and artists. * Planned video shoots in studio and remotely by managing production through stages to completion. * Presented production ideas and determined creative scenarios for production and delivery.   Monster Energy, Lab37 Media - *Assistant Director, Content Creator*  08/2022 - 08/2022  <Https://youtu.be/PQxSo5DqGp8?si=U5dVng5wE0XIOBHb>   * Collaborated with management and fellow producers to organize operations and achieve demanding schedule targets. * Exceeded goals through effective task prioritization during shoot days and pre-production. * Worked with team leaders to arrange schedules based on production requirements and available resources. * Created shot lists, booked talent and locations and prepared sets for shooting to provide comprehensive production support. |  | |  |  | | --- | --- | | **❘** | **Relevant Skills** |  * Self-motivated * Strong verbal communication * Camera operator : Arri Alexa, Cannon C200, Ursa Mini 12k, BM 6k, Sonyfx3. * Digital Content Development * Live Stream production * Social Ad Campaigns * Adobe creative suite * premier pro * Content Management * Story Boarding * Competitor Review * Increasing Engagement * Product Promotion * Campaign Implementation * Social Media Platforms (instagram, tiktok,Facebook, LinkedIn) * Media Contacts Management * Idea Brainstorming * Social Media Management Experience * Workflow Optimization * Film and Video Production * Strategic Initiatives * Campaign Performance Analysis * Social Media Content Creation * Brand Communication * Production Scheduling * Content Development * Social Media Trend Analysis * Self-motivated * Strong verbal communication * Camera operator : Arri Alexa, Cannon C200, Ursa Mini 12k, BM 6k, Sonyfx3. * Digital Content Development * Social Ad Campaigns * Adobe creatice suite * premier pro * Content Management * Story Boarding * Competitor Review * Increasing Engagement * Product Promotion * Campaign Implementation * Social Media Platforms (instagram, tiktok,Facebook, LinkedIn) * Media Contacts Management * Idea Brainstorming * Social Media Management Experience * Workflow Optimization * Film and Video Production * Strategic Initiatives * Campaign Performance Analysis * Social Media Content Creation * Brand Communication * Production Scheduling * Content Development * Social Media Trend Analysis  |  |  | | --- | --- | | ❘ | **Education** |   Mt. San Antonio College  Walnut, CA • 06/2016  *Associates degree* : Film Production  Internship  Paramount Studios • 05/2016  Photographic, Film, And Video Technology   |  |  | | --- | --- | | ❘ | **Business to Consumer** |   Bob Mundo music video and album launch - *Director*  <Https://youtu.be/HyaNeQ_afbY?si=wqLkOQFLxuc-p0zb> • 11/2022 - 12/2022   * Hired and directed teams to achieve daily and long-term operations and business goals. * Oversaw post-production editing, special effects, music selection and performance's overall tone. * Edited online video, promos, for artist and management team. * Camera operator * Vide editor   Entrepreneur Youtube series - *Assistant Director* <Https://www.youtube.com/@entreprenoren123> • 03/2022 - 09/2022   * Worked with team leaders to arrange schedules based on production requirements and available resources. * Teamed with other production staff to collaborate on final production products and project timelines. * Scheduled filming days and weekends, from pre-production meetings to final edits. |