

SARAH R. LOTFI @sarahrlotfi

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AREAS OF EXPERTISE

PUBLIC RELATIONS

*Brand Identity
Campaign Strategy
Content Writing
Event Planning*

PROJECT MANAGEMENT

*Team Leadership
Risk Management
Conflict Resolution*

MARKETING

*Ad Development
Art Direction
Social Media
Digital & Print Content*

TECHNICAL SKILLS

*MAC / PC proficient
65 WPM
Microsoft Office
Adobe Creative Cloud
Adobe Premiere
Adobe Audition
After Effects
Google Applications
Redbooth*

AUDIO/ VIDEO

*Sony FS5II
SONY FS7
SONAY A&SII
Greenscreen
3pt Lighting
Voice Over Recording
Audio Sweetening
3-axis Gimbals
Motion Graphic Design*

Crafting compelling visual narratives for commercial video and digital media.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

*Content Creator, **Dog and Rose Media**, July 2018 – Present*

Video development and production from concept to final product. [VIDEO REEL](#)

*Video Production Specialist, **Colorado State University Global Campus**, August 2017 – Present*

Video development, production, and management for engagement on web & social media. [SAMPLE VIDEO](#)

*Director of Development & Strategy, **CineVIA Pictures**, July 2015 – August 2017*

Brand management, project development, art direction. public relations, engagement campaigns, creative content, grant writing. [SAMPLE VIDEO](#)

*Administrative Assistant, **Professional Rodeo Cowboys Association**, April 2013 – August 2017*

Front desk operations including customer service and office management.

*Production Coordinator, **The Rider Movie, LLC**, July 2016 – September 2016 (CONTRACT)*

*Crew hires, entertainment contracts, travel arrangements during production of feature film *The Rider* written & directed by Sundance/Cannes alumnus, Chloe Zhao. [TRAILER](#)*

*Adjunct Faculty, **University of Colorado**, January 2013 – May 2014 (CONTRACT)*

*Course creator and instructor for *Historical Film, Contemporary Female Directors, Evolution of Independent Film* in Film Studies.*

*Director, **Menschen The Movie, LLC**, January 2012 – December 2014*

*Public relations, campaign strategy, ad development, produced, directed, award-winning film *Menschen*, distributed with Shorts International on Google Play, iTunes, and Amazon Video. [TRAILER](#)*

*Camera Operator, **University of Colorado**, October 2007 – January 2012.*

Camera operations for broadcast content with campus Media Services.

*Story Logger, **Zodiac USA**, September 2011 (CONTRACT)*

*Dialogue transcription, daily summaries for network during production of reality TV episode of *Celebrity Wife Swap* produced for broadcast on ABC.*

*Volunteer Coordinator, **Intersections Film Festival**, September 2011 – October 2011 (CONTRACT)*

*Production Coordinator, **Monster Zero Creative**, August 2011 – September 2011 (CONTRACT)*

*Crew hires, during pre-production on the feature film *Creep* from writer/director Pete Schuermann.*

*Photo Editor, **Andrae Michaels National Portrait Company**, September 2010 – July 2011*

*Production Intern, **Academy of Television Arts and Sciences**, June 2010 – August, 2010 (CONTRACT)*

*'National College TV Internship' in Los Angeles, CA assigned to HBO Films' production *Cinema Verite*. Administered start hire paperwork in production office and operational support on location.*

EDUCATION

University of Colorado, Colorado Springs, CO (UCCS)

B.A. Communication: Digital Filmmaking, 2012

B.A. Visual and Performing Arts: Film Studies, 2012

Cum Laude with Highest Distinction

PROFESSIONAL AFFILIATIONS

*Denver Film Society, Colorado Professional Videographers Association, Women in Digital, Colorado Film and Video Association, Sundance Institute, *Sigma Alpha Pi* (The National Society of Leadership & Success), *Labda Pi Eta Delta Gamma* (National Communication Honor Society).*