

Sara Wiechman

Contact Information

Email: sawiechman@gmail.com | Phone: (303) 476-1636 | LinkedIn: <https://www.linkedin.com/in/sara-wiechman/>
Portfolio: wiechmanmedia.com

Professional Summary

Creative and adaptable Videographer and Production Assistant with experience across commercial, documentary, and branded content. Skilled in all phases of production, including camera operation, drone videography (Part 107 certified), lighting, audio, and post. Thrive in fast-paced environments and collaborative crews that value story-driven content, craftsmanship, and making a meaningful impact through video. Passionate about capturing authentic moments and finding creative solutions on the go.

Professional Experience

In-House Videographer, Art of the Yard

10/2024 – Present

- Produce story-driven video content for YouTube and social media, managing projects end-to-end using Sony A7IV, DJI RS 3 Pro Gimbal, and DJI Mavic 3 Drone.
- Travel across the U.S. (Oklahoma, Las Vegas, Denver) to capture live event coverage and branded content, ensuring organized workflows and reliable equipment handling.
- Created 125+ video posts that led to 233K+ views, 144% engagement growth, 1,100% increase in followers, and 38% boost in impressions across Facebook, Instagram, TikTok, and YouTube.

Creative Media Producer, Freelance

01/2020 – Present

- Cinematographer on *The Gift of Life: An Organ Trail Story*, a PBS-featured documentary filmed across Texas during a two-week production.
- Produced branded video content for clients, including The Social Lofts and Georgio's Pizza, crafting visual stories tailored to marketing goals.
- Captured photo and video content for events, campaigns, and social media.
- Supported set design, camera operation, and production logistics as a Production Assistant on commercial and feature film sets for clients such as Reliant Energy and Salesforce.

Multimedia Content Producer, Texas Tech Industrial Engineering

03/2022 – 05/2023

- Produced video and photo content for web, social media, and admissions campaigns, contributing to a 20% increase in graduate enrollment.
- Captured story-driven video content, including interviews, research highlights, and event coverage.
- Drove 1,000% follower growth on LinkedIn and 200% on Instagram by creating engaging, audience-specific content.

Education

Bachelor of Arts in Creative Media Industries
Texas Tech University, 2023

Skills

- Camera Operation: Proficient with Sony camera systems, DJI gimbals, and drones (Part 107 Certified)
- Video Production – Pre-Production, Lighting, Audio, Composition, Editing
- Social Media Content Creation & Analytics – Platforms: Hootsuite, TikTok, Instagram, Facebook, YouTube
- Post-Production – Video & Photo Editing (Premiere Pro, Lightroom, Audition)
- Adobe Creative Cloud Suite – Premiere Pro, Audition, InDesign, Illustrator, After Effects, Lightroom, Acrobat

Certifications

- Part 107 Drone Certification, Federal Aviation Administration, 2023