

THOMAS BERRA

DIGITAL CONTENT COORDINATOR

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tomberraportfolio.com

CAREER OBJECTIVE

I develop digital content for web, and social media channels and coordinate advertising and marketing campaigns, social media promotion, video, and audio production currently specializing in higher education and healthcare.

WORK EXPERIENCE

June 2021 - Present
**Saint Louis University
School of Medicine**
Saint Louis, MO

DIGITAL CONTENT COORDINATOR

Maintain and create web content on sl.u.edu/medicine, manage social media accounts and content, produce video, livestream, and webinar content, develop and execute marketing initiatives.

- Manage website with over 1.3 million users annually
- Gained 60,000+ impressions from social media "influencer" campaign
- Produced livestreams for 850+ concurrent viewers

Jan. 2023 - Present
Self Employed
St. Louis, MO

FREELANCE VIDEOGRAPHER

Capture weddings and other projects for small business and non profits. Edit videos using Adobe Premiere and Davinci Resolve. Manage client projects and deadlines for my own videography business.

Nov. 2022 - Apr. 2023
**Elsevier Nursing
Health Education**
St. Louis, MO

MARKETING MANAGER - (Contract)

Manage multi channel marketing campaigns, such as email, website banner ads, and social media. Coordinate marketing efforts with creative and sales team. Oversee deployment of assets with collaboration of Operations team.

Nov. 2020 - June 2021
ITN Gateway
St. Charles, MO

DIGITAL & PRINT MARKETING MANAGER / LOGISTICS COORDINATOR

Communicated with clients and coordinated transportation needs, managed Facebook page, designed direct mail pieces, wrote and designed the quarterly newsletter.

PRO SKILLS

- Digital Content Strategy
- Digital Content Creation
- Video/Audio Production
- Drag and Drop Web Design
- SEO and Web Accessibility
- Project Management

EDUCATION

2021
**B.A. in Advertising and Strategic
Communications**
Lindenwood University

Minor in Digital Marketing
Lindenwood University

ACCOLADES

- Graduated With Advertising Honors
(Alpha Delta Sigma)
- Participated in National Student
Advertising Competition 20-21
- Gold ADDY