

CARMELA PETRUCCELLI

Film, Music, & Media Production Professional

Contact

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💻 <https://carmelapetr.myportfolio.com/work>

Skills

- Film & Cinematography
- Direction & Production
- Digital Photography
- Multimedia Editing
- Creative Content Production
- Social Media Marketing
- Graphic Design
- Music Recording
- Vocal Technique Expertise
- Script Writing
- Adobe Creative Cloud
- Microsoft Office
- Canva

Education

**Masters of Business
Communication & Leadership**
High Point University
2024-2025

**Bachelor of Film & Media
Production and Music**
High Point University
2020 - 2024

Awards

2024 Senior Showcase Film Award
2020 Woman of the Year of
St. Agnes Academic High School

Summary

Dynamic and results-oriented professional with extensive experience in multi-media production and digital marketing. Excels in cinematography and cross functional collaboration, significantly enhancing project outcomes. Demonstrates a proven track record in creative content production and strategic business leadership driving audience engagement and operational efficiency.

Work Experience

2021 –
present

Videographer/Photographer | MediabyCarmela

- Captures hundreds of high-quality photographs for a diverse clientele, ensuring timeless memories for personal and professional objectives
- Films and edits a variety of video and audio projects, including short films, video advertisements, and podcast episodes
- Manages studio equipment, budgets, and schedule coordination

2021
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2024

Social Media Marketer | HPU

- Increased social media following and profile views to expand audience engagement and customer base
- Created and edited multi-media content, including graphics, videos, photographs, and reels, for professional social media advertising
- Researched and monitored current digital marketing industry trends to stay up-to-date on best practices

2020
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2024

Film Crew Member | Nido Qubein School of Communications

- Operated C200 film cameras, controlling shot framing and camera movement and filmed aboard aerial and moving devices
- Coordinated cross-departmental efforts encompassing directing, producing, editing, and camera work
- Executed comprehensive pre-production and post-production responsibilities, ensuring adherence to schedules and budgets
- Oversaw equipment logistics to ensure efficiencies from rental to assembly

2023
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2023

Recording Studio Apprentice | Manifold Recording

- Supported engineers with session preparation and optimized studio communication to ensure efficient use of premier studio equipment
- Participated in client consultations, scheduling, and negotiation to gain experience in studio environment and develop technical skills
- Improved studio workflow through organization of equipment and providing constructive feedback during editing sessions

2023
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2023

Media Genome Analyst Intern | KatchU Media

- Analyzed and logged genomic data, ensuring accurate evaluation and categorization of film content for viewer algorithms
- Performed alongside experienced directors in genomic coding, focusing on scoring, themes, genre, setting, and tonal consistency
- Enhanced media content knowledge through reporting for entertainment industry professionals