



MEGAN YAM

CONTENT CREATION SPECIALIST



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EDUCATION

RYERSON UNIVERSITY

New Media Arts, B.F.A
2015 - 2019

SKILLS



Graphic Design



Videography



Social Media



Writing



Interviewing



HTML

PROGRAMS



Adobe Creative Cloud
(Photoshop, Illustrator, Premiere
Pro, After Effects, InDesign,
Dreamweaver, Media Encoder)



Microsoft Office
(Word, Excel, Powerpoint)



WordPress



VideoScribe



Buffer

EXPERIENCES

LEONARDO WORLDWIDE CORPORATION

2018 - 19

Content Creation Specialist

- Collaborated with marketing team to brainstorm and develop strategies to promote company services via online video.
- Created marketing content that adheres to brand and design guidelines— including videos, blogs, social media posts, animations, and graphic designs.
- Directed and launched two video series by producing, filming and editing various interviews with clients and employees.
- Animated a motion graphic to advertise company product and increase sales.

FAZE MAGAZINE

2016 -

Editorial Contributor

- Filmed and edited an interview with Actress Zoey Deutch for the release of her movie "Before I Fall".
- Visited the Vancouver Film School as a videographer capturing interviews with professionals in the film and animation industry.
- Conducted research, performed interviews, and attended events in order to write online articles tailored to millennial women.
- Attended movie screenings and wrote reviews for Hollywood films including "Avengers: Endgame" and "Thor: Ragnarok".

KIU JAPANESE RESTAURANT

2017

Graphic Designer

- Followed client objectives to produce posters, menu and gift cards to advertise restaurant promotions on social media.
- Keen eye for layout, colour, typography and style.
- Re-branded entire lunch and dinner menus with regards to readability and layout.

AMG GLOBAL INC.

2017

Freelance Videographer

- Specialized in producing, shooting and editing music videos for independent artists on Youtube and Instagram.
- Managed a tight budget to produce effective videos within a tight deadline.
- Overlooked the entire process of creating a video from production to post-production.

ROGERS TV

2013 - 14

Production Assistant

- Resolved unpredicted problems in a fast-paced environment to successfully deliver a live broadcast TV program.
- Independently managed microphone and sound levels during live shows.
- Executed on-air graphics that required a great attention to detail.