

COOPER SORVIG

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FILMMAKER & CONTENT MARKETING PROFESSIONAL

Inspired filmmaker and marketing advisor with 6+ years of experience telling stories and delivering effective multimedia marketing correspondence across digital platforms. Trusted team-player, relationship builder and organizational leader who expertly creates space for collaboration, directs with bold vision, and delivers meaningful results.

AREAS OF EXPERTISE:

- Final Cut Pro Video Editing
- Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator, Audition)
- Script Writing
- Production Management
- YouTube Channel Manager and Content Creator
- Social Content Management
- Strategic Media Planning
- Graphic Design
- Campaign Oversight

PRODUCTION EXPERIENCE

Owner and Producer, Full Sail Productions 2015 - Present

- Self-started business telling stories through film and photography
- Collaborated with clients across the country to develop the best production plan for their event or target audience
- Developed scripts, storyboards, and schedules for over projects 50+ independent projects

Director of Production, City of Thief River Falls, Advance Campaign Commercial 2019-2020

- Wrote, directed, filmed, edited, and produced a promotional advertisement for a growing city
- Coordinated production schedules with actors, vendors, and locations
- Broadcasted on local access television across 5 states

Producer, Lincoln Gospel Choir, "Audacity of Hope" Album Promotional 2018-2019

- Directed, filmed, edited a series of 3 promotional advertisements that reached 60,000+ Facebook users
- Featured work in nationally televised, Emmy nominated PBS documentary, "Most Than Just the Music"

VIDEO & MARKETING COMMUNICATIONS EXPERIENCE

Video Marketing Associate, Christopher Newport University 2020 - 2021

- Scripted, filmed and produced major campaign video featuring content excerpts from 50+ worldwide contributing producers which was released to alumni base of 19,000 email addresses and 16,000 social followers
- Managed Alumni YouTube Channel creating 2-3 videos per month, in addition to managing all social channels
- Drove social media engagement 15% across all platforms and tracked analytics

Learning and Development Video Assistant, Digi-Key Electronics 2019

- Produced 70+ videos to improve internal communications and engagement with 4,000 employees
- Created graphics and animations to be used on the internal company website and company leadership summit
- Facilitated and lead group activities of 100+ participants to share and strengthen company values

Business Manager, Extreme Measures Acapella 2019 - 2020

- Managed a collegiate acapella group's bookings, social media, and other external affairs
- Generated 64% increase in Instagram followers through creative engagement strategies and data analytics
- Developed a brand image for the group through marketing, videography, and photography

EDUCATION

Bachelor of Science in Business Administration, Christopher Newport University 2021
Major in Marketing, Minor in Leadership Studies