

CARLEY M. SPOSTA

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RoundGlass

Dec 2021 — Mar 2024

Multimedia Producer (Marketing)

- Assisted the growth of the wellness content library by producing mid-form meditation, yoga, and nutrition classes, podcasts, and livestream videos for the website and mobile app
- Developed impactful promotional media for the brand, courses, and RoundGlass Foundation's philanthropic initiatives, including short-form social-first content
- Played a key role in brand's 2022 FIFA World Cup coverage and the 12-hour World Meditation Day livestream, ensuring seamless viewer experiences across all platforms
- Amplified CEO's personal brand through the creation of numerous videos across social

Superpeer

Jun 2021 — Oct 2021

Video Editor

- Collaborated with marketing team to develop brand voice, aesthetic, and marketing strategy
- Edited sizzle reels, product advertisements, and trailers for all courses hosted on Superpeer
- Conceptualized and created branded motion graphics in After Effects

Insider Inc.

May 2021 — Sep 2021

Freelance Video Producer

- Shot and edited all original instructional videos for Home Insider, accumulating over 956,000 views, with "How To Cut A Mango" becoming the #1 search result on YouTube
- Researched best practices surrounding each topic, then scripted and recorded voiceover

ITK Verizon Media

Dec 2019 — June 2021

Commerce Video Producer/ Social Media Manager

- Analyzed social trends, identifying products and ad strategies to engage ITK's audience
- Scripted, edited, scheduled and published hundreds of short-form shoppable videos
- Independently wrote, shot, and edited original product advertisements
- Contributed to over \$28 million in sales revenue associated with video support for ITK Finds articles

Mashable

Sept 2017 — June 2018

Video Production Fellow

- Produced 5-7 videos per week for distribution on site and multiple social media platforms
- Boosted company sales commissions by managing the creation of all video content for 'Mashable Deals'

SKILLS: Adobe Premiere, Adobe After Effects, Branding, Digital Marketing, Creative Directing, Social Media Management, Camera Operation, Sound Recording, Color Correction, Scriptwriting, Journalism, Microsoft 365, G Suite, ROA/ROI Analysis, SEO/SEM, Google Analytics, Skimlinks, Amazon Associates, Facebook Creator Studio, YouTube, Instagram, Snapchat, TikTok

EDUCATION

Eugene Lang College The New School For Liberal Arts

2016

Bachelor of Arts in Screen Studies