

# Cyannah Lowery

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## SUMMARY

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Seeking a Production role with 3 years of diverse media production experience. Skilled in content creation, social media strategy, and event coordination. Proven track record in audience engagement and collaborative short film production.

## WORK EXPERIENCE

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### NCAT Dining

Videography Intern

Aug 2023 - Feb 2024

- Developed a variety of video content tailored for Instagram and TikTok, ensuring alignment with the latest social media trends.
- Enhanced audience engagement and expanded follower base through strategic content creation and curation.
- Crafted and executed scripts for social media campaigns, directing video projects to completion.

### Aggie News

Greensboro, NC

Behind the Scenes Creator and PR Team Member

Aug 2022 - May 2024

- Developed engaging multimedia content, including interview and documentary-style videos, to enhance organizational communication and audience understanding.
- Managed camera operations within a dynamic newsroom setting, ensuring high-quality visual output for broadcast segments.
- Crafted compelling stories and assembled video packages that were featured in regular programming, contributing to the show's content diversity.

### The A&T Register

Writer and Contributor

Aug 2021 - May 2024

- Researched and synthesized factual information to ensure accuracy and authenticity in written content.
- Composed advertising copy for various media platforms including print and digital outlets.
- Collaborated with editorial teams and clients, incorporating feedback to refine and finalize published material.

### Aggie Filmmakers

Greensboro, NC

Member and Event Coordinator

Aug 2021 - May 2024

- Coordinated venue selection and vendor arrangements within budget constraints, ensuring successful execution of events.
- Organized and executed community service initiatives, contributing to the organization's social responsibility efforts.
- Collaborated with a social media advisor to effectively promote organizational events, enhancing online presence and member engagement.

Freelance Creative Producer/Writer/Voiceover Specialist

May 2021 - Present

- Produce, coordinate, and promote visual content, including visualizers, cinematic skits, and short films, achieving over 10,000 views across platforms.
- Direct and co-direct an array of visual projects to captivate and engage audiences.
- Write and disseminate informative and entertaining articles, enhancing viewer experience and knowledge.

### HBCU Legacy Fashion

Remote

Marketing and Social Media Intern

Jun 2023 - Oct 2023

- Formulated and executed targeted marketing campaigns across various social media platforms, ensuring brand consistency and engagement.

- Curated and scheduled diverse content, including announcements and promotional materials, to enhance brand visibility and audience interaction.
- Monitored and analyzed social media performance metrics to refine marketing strategies and optimize audience reach and engagement.

## **EDUCATION**

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North Carolina A&T State University

Greensboro, NC

Bachelor of Journalism and Mass Communications, Media Production, Media  
Production

May 2024

## **SKILLS**

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Video and Audio Editing • Cinematography • Production/Project Coordination • Voice Overs/Voice Acting •  
Strategic Planning • Article and Blog Writing • Social Media Marketing