



# Tatum Poirier

VIDEOGRAPHER

(She/Her/Hers)



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@ Tatumrpoirier

🌐 <http://www.tatumrain.com>

## EDUCATION

### BA Multimedia Production and Design

Juniata College

Graduating: May, 2021

#### Honors

Cum Laude

Distinction in Program of Emphasis

President List Honors, 2017 - 2021

## SKILLS

#### Technical:

Adobe CC

Video pre and post production

Social media design

Web design

Microsoft Office Suite

#### Soft Skills:

Attention to detail

Interpersonal communication

Creative vision

Storytelling

Troubleshooting and problem solving

Performing under pressure

Talent recruitment

## OTHER EXPERIENCE

### Huskies Advance Mentor

St. Cloud State University

### Senior Capstone Research

Juniata College

### Study Abroad

York St. John University, England

### Orientation & Inbound Leader

Juniata College

### Video Editor & Producer

This Week @ Juniata

## WORK EXPERIENCE

### Video Content Producer

Jan 2023 - Present

College of Literature, Science, and the Arts, University of Michigan

Collaborated with cross-functional teams, including marketing, writing, and social media, to align video content with overall brand messaging and marketing strategies. Oversaw all aspects of production, from pre-production planning and scripting to shooting, directing, and post-production editing, ensuring seamless execution and adherence to project timelines and budgets.

### Video and Creative Content Coordinator

Feb 2022 - Jan 2023

St Cloud State University, St. Cloud

Lead of video production for St. Cloud State University. Engaged and connected with the St. Cloud State community to share their stories authentically. Re-designed the St. Cloud State YouTube channel. Created spaces to help the community best learn to utilize and create video content.

### Project Manager, Video Producer

Aug 2020 - May 2021

Community Partners, Juniata College

Responsible for multiple projects producing various media content for local community partners including; East Broad Top railroad documentary, All-In Vote campaign, Huntingdon County Humane Society, Northern Map Turtles Awareness, and the annual university sports awards "Alfies".

### Media Production Manager JA

Aug 2019 - May 2021

Athletic Communications, Juniata College

Hired as a Juniata Associate to recruit, coordinate and manage students in activities including; scheduling, video footage of all sporting events, editing and preparing highlight reels and clips for university social media accounts.

### Junior Video Producer

Aug 2019 - May 2021

Digital Media Studio, Juniata College

Produced video content within a team of 3 students for Juniata College's YouTube and social media platforms.

## REFERENCES

### Kathryn Kloby

Associate Vice  
President for Strategic  
Communications

(She/Her/Hers)

St Cloud, MN

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### Tamra Talmadge-Anderson

Director of  
Communications

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University of Michigan

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### Ryan Gibboney

Assistant Professor of  
Integrated Media Arts

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