

LESLIE EDWARDS

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PROFESSIONAL EXPERIENCE

DIGITAL CONTENT PRODUCER

URBAN EVENTS GLOBAL (2020)
Produced, curated, and designed digital content for Instagram, Facebook, Twitter, Snapchat, and Pinterest. Ensured social media content aligned with companies' brand guidelines. Created and oversaw content management systems for the social media team. Ensured that images, videos, and moving graphics aligned with digital marketing campaigns.

PERSONAL ASSISTANT

FEAR AND FANCY MANAGEMENT (2019)
Provided day-to-day support to the Creative Director. Responsibilities included liaising with artist management, production coordinators, and managing records database. Administrative duties included booking travel arrangements, production accounting, and providing support on set during photo-shoots & music videos.

LIFESTYLE PHOTOGRAPHER & SOCIAL MEDIA MANAGER

MAGIC CHIEF PRODUCTIONS LLC (2017-2018)
Captured and curating content across social media platforms for Grammy nominated rapper & musician JIDENNA. Responsibilities included monitoring analytics for Instagram, Facebook, and Twitter. Increased Instagram followers by 400k, and Twitter by 20k. Strategized and executed digital media campaigns to increase traffic flow and follower engagement.

EDUCATION

Syracuse University
S.I. Newhouse School of Public Communications
B.S. Television, Radio, and Film
& Information Technology
2012 - 2016

SKILLS

Final Cut Pro
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Avid Media Composer

FREELANCE WORK

Anderson .Paak, OBE, Tanerélle, Sweet Spirit, Fear & Fancy, Wondaland Records, Pollstar, Urban Events Global, South by Southwest, Park Place, Syracuse IMG Sports Marketing