

ALEXANDRA GASTON

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SUMMARY

Atlanta-based Media Producer, Editor, and Content Creator with 9+ years of experience. Through connections and perseverance, I gained proficiency in multiple departments, including but not limited to, content production, editing, grip, sound, post-production, etc., across an array of diverse projects from short-form news and weather videos to corporate and political in-house promos, to feature-length films, to studio and fieldwork, and independent projects. Leveraging this combination of skills has allowed me to engage across teams to deliver award-winning, high-quality products effectively.

SKILLS & TECH

Adobe Creative Suite (Premiere, Photoshop, InDesign, Illustrator, etc.)

Content Creation

Story & Content Curation

Media Sourcing

Social Media Management

Full Interview Lifecycle

Quality Checking

Script Writing

DSLR | Prosumer

Sound Equipment

Talent (VO & On-Cam)

Corporate & Political Promos

Effective Communication

Leadership | Management

Enthusiastic Storyteller

Contagious Enthusiasm

NOTABLE PROJECTS

Game Hub – Local Now

Co-Creator • Producer • Editor

Nerd Out! 2 Season Mini-Series – Self

Creator • Producer • Host • Editor

Meant to Be Broken – DC Dogs

Associate Producer • Editor • BTS •

Press Liaison • Social Media

Waste Down Rebels Metal Concert – Self

Producer • Camera Operator •

Post-Production

Von Doom – Lucky 9 Studios

2nd Assistant Camera • Production Assistant

FILM & MEDIA PRODUCTION

Local Now | Georgia | Jul 2021 – Apr 2024

Weather Content Producer • Associate Producer • Editor

- Collaborated closely with producers to pitch new stories; wrote scripts and film original content (b-roll) for various segments.
- Researched and compiled production elements through approved sources (i.e., social media, b-roll, media partners, etc.).
- Sourced media; verified, attained, and documented permissions from the content owner.
- Built an RSS feed to monitor trends and leverage as a resource to pitch stories, and one-paging ideas for multiple projects.
- Applied creative editorial judgment in building final products.
- Edited and exported multiple high-quality videos (including graphics and audio edits) on time daily.
- Quality Checked hundreds of channels on the Local Now platform, reporting errors or malfunctions to the appropriate teams.
- OTT Management (Dalet) and troubleshoot issues in the platform.
- Dialed into both hyper-local and national events and news to ensure all content was current and relevant; additionally, pivoted to breaking news efficiently.
- Worked both independently and within different teams based on need and demand.
- Consistently integrated novel approaches and ideas into each package.

Major Accomplishment: An evergreen gaming-related story that I curated, wrote, produced, filmed my own b-roll, provided voice-over, and edited achieved third highest viewership on Local Now's national platform.

Freelance | Texas, N. Virginia, Georgia | 2015 – Current

Producer • Associate Producer • Production Sound • Production Assistant • Key Grip • Editor • Creator • Camera Operator • Post-Production

- Worked on 80+ projects from corporate and political promos, television, short and feature-length films, and independent projects; included both studio and fieldwork.
- Identified and booked interview candidates; established contact, attained permissions and rights; facilitated an inviting environment by ensuring the interviewees were prepared and comfortable; built a rapport by creating a communicative environment, yielding the best results in content.
- Communicated between multiple departments to ensure proper staffing, budget, equipment needs, and timelines were in place and met.
- Anticipated the needs of the Director and Director of Photography on set; fulfilled multiple roles simultaneously and across departments.
- Approached the miking and sound recording of talent and productions with efficiency and professionalism; ran appropriate sound equipment for environment and ambiance to produce the best results in audio quality.
- Performed as a production assistant on numerous projects.
- Ensured safe use, construction, and placement of lighting and electrical equipment in diverse environments.
- On-camera host of self-produced mini-series *Nerd Out!*, filming two seasons.
- Executed audio and video editing; responsible for actualizing the vision for the final product; curated requisite b-roll, sound bites, proper transitions, progression, and continuity of the story.

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EDUCATION

Lake Sumter Community College

A.A. General Studies 2011

University of Florida

B.A. Media Production Management &
Technology (In Progress)

Hootsuite Certified

REFERENCES

Provided on a separate Reference
List

- Story and content creator, developing countless projects across multiple mediums.
- Operated single and multi-camera setups.
- Compiled all media, built an organized system, properly synced media for editing, and worked towards a finished product.
- Participated in a 48-hour film project.

Voice Of America | N. Virginia | Aug 2019 – Dec 2019

Media Lab Intern for VOA 60 – Your World In 60 Seconds

- Researched, wrote, and edited twice daily 60-second news video segments covering World, Africa, Asia, and U.S. headlines and posted onto various social media platforms.
- Pulled footage from Dalet Plus for worldwide Breaking News segments; selected which headlines to broadcast; edited content for 60-second videos.
- Operated camera, lighting, and prompter equipment in studio for the anchor report.
- Reported headlines under time constraints with efficiency and clarity; ensured appropriate script length; clear articulation for read-throughs; edited clips to meet the 60-second time limit.

Bard Tales Production | N. Virginia | Jan 2017 – Dec 2017, 2019

Associate Producer • Assistant Editor • Social Media Management

- Collected, edited, and uploaded social media packages to promote both the company and its projects.
- Engaged with local businesses to coordinate sponsorship opportunities for an upcoming feature film.
- Liaised with local press and media outlets along the East Coast for coverage of unique feature film progression.
- Organized, cataloged, and synchronized footage for smooth post-production workflow.

Major Accomplishment: The feature film "Meant to Be Broken" won "Best Narrative Feature Film" at Berlin Underground Film Festival and "Best Screenplay," "Best Comedy" at the Sydney Indie Film Festival.

OTHER PROFESSIONAL EXPERIENCE

Alamo Drafthouse Cinema | Texas & N. Virginia | Oct 2014 – Oct 2015, Oct 2017 – Jul 2018

Private & Corporate Events Lead • Supervisor

Sea World Parks | Texas | Oct 2014 – Oct 2015, Oct 2017 – Jul 2018

Assistant Supervisor for the Special Events Team

Walt Disney World | Florida | May 2009 – Feb 2013

Tour Guide • Lifeguard

EXTRACURRICULAR

While I am a hobbyist in multiple art forms, I am passionate about the gaming community; especially when it comes to Tabletop Role-Playing Games (TTRPGs). It is an amazing outlet for working collaboratively with others to create and travel through a unique world, collectively building our own storybooks. In addition to playing with my personal friend groups, I have been involved in numerous professional Twitch streaming communities as both a Dungeon Master and as Playable Characters. I have also had the opportunity to participate in multiple charity streams such as Charity20 as well as "24 Hours of D&D for Kids with Cancer" to raise funds for the St. Jude Children's Research Hospital.