

LACEY TARANTINO

☎ upon request

✉ laceytarantino@gmail.com

🖱 www.laceytarantino.com

📺 bit.ly/LaceyDemoReel

PROFILE

Intuitive multimedia producer with a knack for turning complex ideas into captivating content. Advances initiatives through organized execution, streamlined workflows, and scalable systems that keep creative teams aligned and moving forward.

EDUCATION

BACHELOR OF ARTS COMMUNICATION STUDIES

Spring Arbor University

Graduated 2017

Summa cum laude

SKILLS

TECHNICAL:

Adobe Creative Cloud

Google Workspace

Asana

Content Management Systems (CMS)

Network Attached Storage (NAS)

Frame.io Cloud Collaboration

Video Production

Graphic Design

PERSONAL:

Interpersonal Communication

Cross-functional Leadership

Emotional Intelligence

Project Management

Content Strategy

Stakeholder Engagement

Brand Alignment

CERTIFICATION

ADOBE CERTIFIED PROFESSIONAL IN DIGITAL VIDEO

Issued November 2022

WORK EXPERIENCE

INSTRUCTIONAL MEDIA SPECIALIST

University of Michigan, School of Public Health | April 2019 - Present

- Produced strategic video content for the Master of Public Health program, supporting internal messaging for up to 1,500 stakeholders annually and enhancing the online experience for 100,000+ external viewers.
- Lead cross-functional communication between faculty, creative teams, and executive leadership to ensure content was timely, accurate, and aligned with strategic goals supporting over 100 stakeholders annually.
- Oversee daily operations of a multi-use recording studio and direct 10–20 on-location shoots annually, maintaining 100% stakeholder satisfaction and a zero-reshoot record.
- Build and maintain a centralized production documentation system adopted by 15+ team members, reducing turnaround time for responses and final asset delivery by 20%, while streamlining overall workflow efficiency.
- Translate complex, technical concepts into visually compelling multimedia for cross-channel campaigns, resulting in post-launch engagement click-through rates as high as 54%.
- Pioneered remote interview filming protocols, vastly expanding participant access and enabling outreach to communities beyond our previous geographic and logistical reach.
- Collaborated on immersive learning initiatives by filming 360° content and integrating media into Uptale's VR/AR platform to simulate hands-on professional lab training.
- Executed a full-scale media asset management and cloud migration initiative, organizing 7,000+ digital assets into a streamlined and scalable framework.

MEDIA TECHNICIAN & DESIGNER

Spring Arbor University | June 2017 - April 2019

- Spearheaded the creation of a media sub-department within the university's IT division, expanding multimedia services for internal communication.
- Produced 75+ video projects annually, tailoring content for university-wide audiences and community initiatives.
- Designed 50+ print and digital assets annually, including a monthly email campaign that significantly boosted audience engagement.
- Launched and developed AV training programs for staff and faculty, improving cross-departmental fluency with media tools and workflows.
- Supervised and mentored student editors, managing project flow and upholding high standards across all deliverables.