

Social Media, Video Editing, and Design Portfolio

Zoë Wells

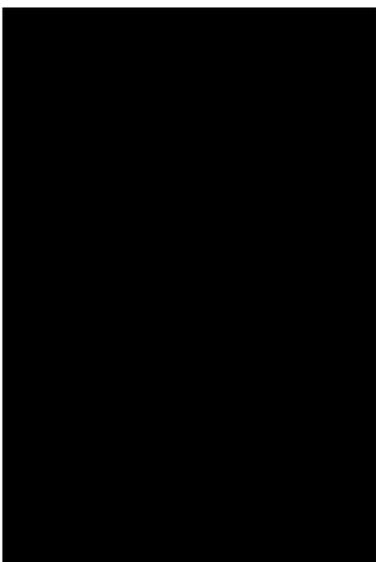
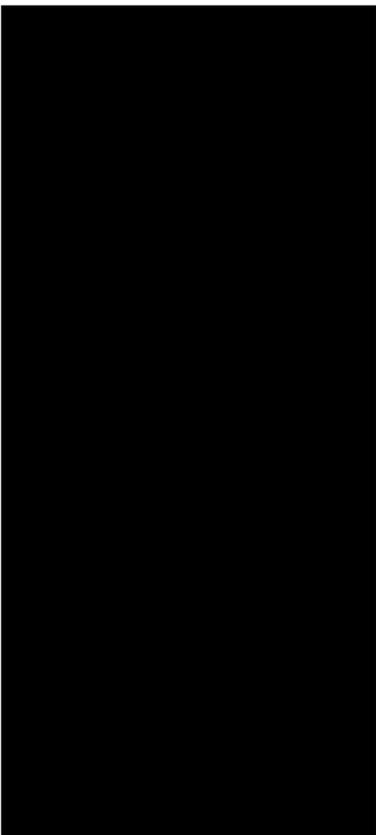


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KAMENA Magazine

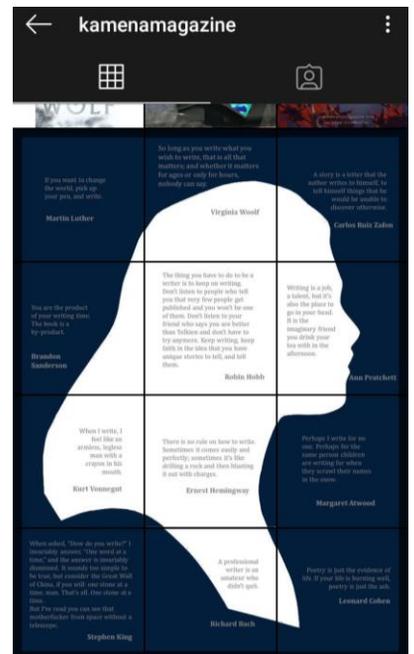


[KAMENA Magazine](#) is a literary magazine that I established via the University of Warwick's Writing Society. Under my tenure as head editor, it saw a successful launch and was shortlisted for a STACK Student Magazine of the Year Award in 2018.

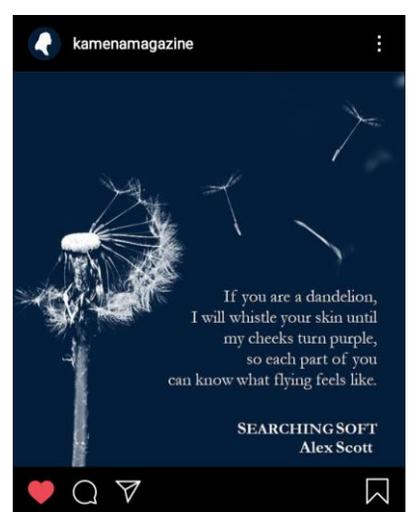
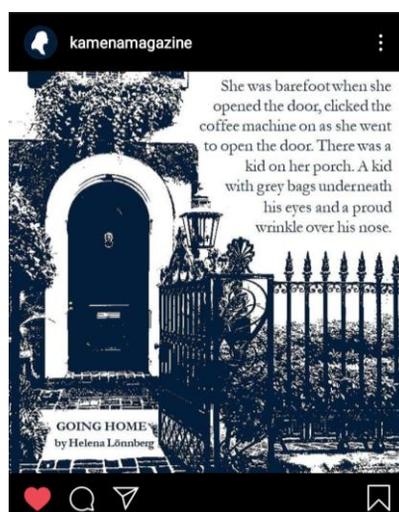
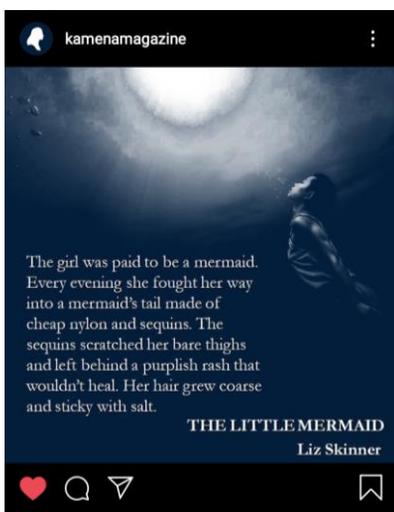
Alongside editorial tasks, I also ran a number of other sides of the magazine, including social media, digital design, and filming and editing live events.

Social Media

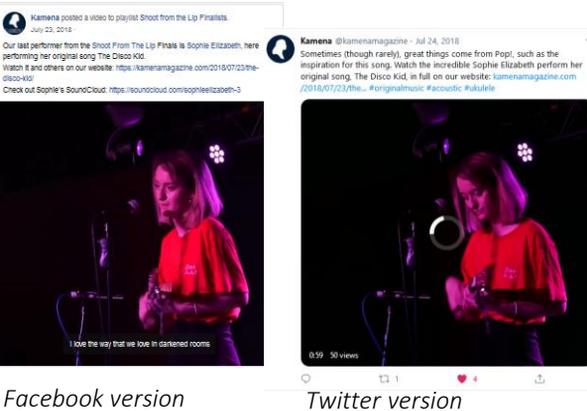
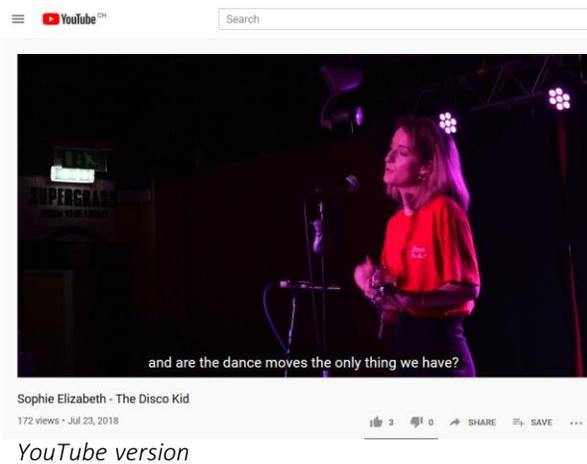
- Ran all social media (Instagram, Twitter, Facebook) during launch and oversaw a number of media campaigns, including:
 - Stylised weekly writing quote during the summer (right), each panel working as a stand alone quote from a writer, but altogether forming the KAMENA logo.
 - Visual posts with quotes from new publications (selection below), all designed on Photoshop to stand out and be instantly recognisable as a KAMENA post.
- Averaged 100 new organic followers per month during initial launch (4 months), thanks to SEO elements.



Weekly writing prompts



Examples of stylised Instagram posts, establishing a colour pallet for the magazine.



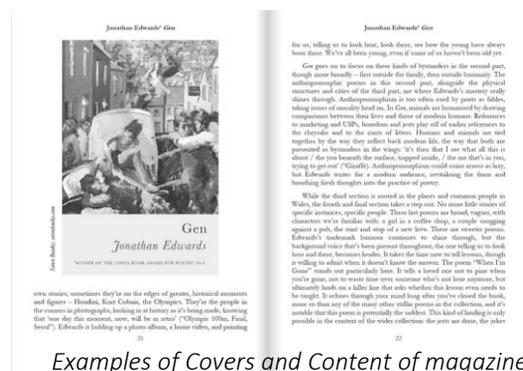
Filming and Editing

Established a partnership with local slam poetry events (beyond the university), including Shoot from the Lip (Leamington Spa) and Curiositea Open Mics (Warwick), personally filming events and [uploading them to reach a wider audience](#):

- Edited all videos using Adobe Premier Pro into 3 distinct formats to suit each platform: squared videos for Facebook, widescreen for YouTube, highlights for Twitter/Instagram, and with sponsor slides edited accordingly.
- Colour corrected, sound edited, and added slides for sponsors to each video for a quick turnaround under 2 weeks from each event (for an hour's worth of videos)
- Captioned all videos for accessibility/shareability

Digital Design and Publishing

- Designed [6 editions of the magazine](#), print and e-reading compatible, using Adobe InDesign and Photoshop.
- Created a [website using Wordpress](#) and updated it regularly with content, using content from the print magazine alongside a backlog system to fill the gaps between publications
- Updated the web design periodically to match the latest print edition of the magazine, eg: [changing](#) header images, updating calls to submission deadlines.
- Designed a template document for future editions, as well as a cross-platform style guide for both print and digital work, to ease the handover process for future editors.



Open Creative Communications



*[Open Creative Communications \(OCC\)](#) is a London based agency, specialising in medical, scientific, and education based communications. In 2017 I was employed at OCC as a media trainee. My duties were split across general office support roles, copywriting social media content for clients, and a writing and research role in the DOCET (subsection of the Department of Health) project *The Young Eye* (below).*

Copywriting and Parallel Posting

- Writing six months backlog of potential posts for the [Rare2Aware campaign](#) initiative by Shire, with +40k followers on social media. All posts were created in three formats, for parallel posting on Facebook, Twitter, and Instagram
- Running the Twitter and Facebook account for OCC
- Drafting bi-weekly emailed newsletters for specific clients on their OCC projects, as well as a monthly overview newsletter of the company-wide progress



Rare2Aware Campaign Logo



Still from The Young Eye

Project: [The Young Eye](#)

The Young Eye was a project aimed at teaching trained eye specialists about [the development of the eye in fetuses](#), through 90 minutes of animated documentary.

- Researched and drafted the full 90 minute voiceover script, complete with scientific references.
- Contacted doctors and experts in the field who could proofread scripts for inaccuracies.
- Compiled an assets folder of reference images and drew storyboard explanations of key scientific concepts for use by animation team, streamlining the project.

Project:

Warwick Dodgeball

I was a player, captain, and coach of the Warwick Warriors, the official dodgeball team of the University of Warwick during the years 2016-19. As part of our drive to find new players during freshers, we obtained permission from the university to run an [advert](#) of up to 20 seconds on university screens.

Filming and Editing

- Filmed, edited, and led distribution of the advert across campus
- Ensured that it was within the tight constraints of the university's guidelines on video ads, while still providing an engaging, energetic, and informative video.
- Created a style guide for future Warwick Dodgeball content to ensure that a sleek and unified image was present in communications.
- The combination of the advert and other marketing materials I produced (leaflets, banners), as well as the collective efforts of the distribution team, ensured that we saw a 300% rise in membership during first term.



Archived copy of the video can be found [here](#).

Project: TEDx UWCAC



TEDxUWCAC was an independently run TED event at Atlantic College in Wales, in 2016. As production manager, I organised the setup, filming, and editing of the 24 speeches in 3 different venues.

Event Organisation

- Sourcing and securing speakers for the event
- Finding appropriate venues and setting up staging, including props, lighting, and adequate seating for up to 100 people
- Creating and managing a volunteer filming crew, and securing free equipment rentals from supporters
- Managing three locations on-day, including backing up all footage every hour to safeguard against potential faults.



Francesco Masala - Out of the Box
382 Views - Mar 25, 2016



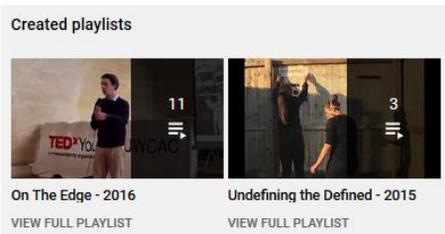
Lisette Mibo - Living Life on the Edge
185 Views - Mar 24, 2016

Stills from TEDxUWCAC in two of three locations



Rebecca Brahmde - Living with Stargardt's
2,022 Views - Mar 18, 2016

Still featuring third location.



11 speeches were edited in total, compared to 3 from the previous year

Bulk Editing and Management

- Compiling 18+ hours of footage to strict [TED content guidelines](#), personally editing 60% of the video output.
- Training a group of volunteer editors in the basics of Adobe Premier Pro, increasing the total number of videos we could edit.
- Captioning all videos to ensure accessibility and shareability.
- Across platforms, the videos accrued 10k+ views, alongside the 200 in person attendees.

Thank you for
your consideration.

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