

# Janeé Gresham

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## Professional Summary

Multimedia Specialist with over 7 years of experience in photography, videography, and digital media production for events, campaigns, and public-facing content. Skilled in capturing, editing, and producing high-quality visual content from concept through final delivery. Proficient in Adobe Creative Cloud, with a strong background in multimedia storytelling, content strategy, and managing digital assets for diverse audiences.

## Professional Experience

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### Founder | Creative Director

*Plastered Media | Coral Springs, FL | 2017 – Present*

- Produce and manage multimedia content including photography, videography, and digital campaigns for businesses, entertainment projects, and public-facing platforms.
- Capture and edit photo and video content for events, productions, and campaigns, ensuring high-quality visual standards.
- Perform post-production editing including video editing, color correction, sound design, and graphic integration using Adobe Creative Cloud.
- Develop visual concepts and execute multimedia projects from pre-production through final delivery.
- Create digital content for social media, marketing campaigns, and public communications.
- Coordinate production logistics including equipment setup, lighting, and on-site content capture in studio and field environments.
- Maintain and organize digital media assets, including photo and video libraries for accessibility and long-term use.

### Selected Clients & Collaborations:

Created visual and digital content for public figures and media platforms including Angel Reese and Pour Minds Podcast, along with additional entertainment and lifestyle brands.

Designed promotional and branded content for digital campaigns, podcasts, and multimedia productions.

### Executive Producer

*Joint Heir Productions | Coral Springs, FL | 2024 – Present*

- Produce and oversee multimedia content for theatrical productions, including video, promotional materials, and digital campaigns.
- Capture and edit video content for marketing, social media, and audience engagement.
- Coordinate production planning including scripting, creative direction, and on-site execution.
- Design and develop digital marketing assets including flyers, social content, and promotional visuals.
- Manage website content and digital presence to support audience growth and engagement.

## Core Skills

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Multimedia Production

Event Coverage & Production

Social Media Content Development

Video Editing & Post-Production

Visual Storytelling

Project & Production Management

Digital Content Creation

Creative Direction

## Education and Certification

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### Broward College

Associate of Arts in Digital/Multimedia Communications

*Expected August 2026*

### Florida Atlantic University

Bachelor of Arts in Digital/Multimedia Communications

*Anticipated start August 2026*

### Google Certification

Foundations of Digital Marketing & E-Commerce

*January 2025*

## Technical Skills

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Adobe Creative Cloud: Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom

Canva, CapCut, Tik Tok Live Studio, OBS (Open Broadcaster Software)

Wix (Website Design & Management)

Microsoft 365

Content Scheduling & Social Media Platforms

### **Initiatives and Awards**

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#### **Miss Florida Plus**

*Miss Plus America Pageant |2024*

Recognized for leadership and community impact through youth mentorship and advocacy initiatives.

#### **Dream Big Con**

*DreamscapeHER |Annually*

Created and produced an annual conference for young creatives, featuring workshops, speakers, and multimedia programming.

#### **Little Miss Academic Pageant Program**

*Fort Lauderdale, FL.*

Developed a mentorship-driven academic program focused on leadership, confidence, and public speaking.

#### **Hoorae Media Creator Giveaway Winner**

*August 2024*

Selected as the most creative entry in a competition hosted by *Hoorae Media, founded by Issa Rae*, recognized for innovation, originality, and storytelling in content creation.