IREM DOGANCALI

iremdogancali@gmail.com | 703.969.7321

Content Producer with expertise in digital storytelling, video production, and post-production, with strong leadership and project management skills.Skilled in creating engaging content for social media, web, and broadcast. Adept at leading projects from concept to final edit, optimizing engagement, and aligning content with advocacy and brand goals.

EXPERIENCE

Multimedia Team Manager, Multimedia Producer | World 50 Group: October 2019 – Present

- Produce and edit video/audio content for branded storytelling, interviews, and live-streamed events.
- Develop digital strategies to enhance content visibility across platforms.
  - Increase engagement by 15% through original content and other media products.
- Lead creative direction, ensuring alignment with messaging, brand identity, and audience engagement goals.
- Manage digital content strategies, optimizing media for multiple platforms to maximize engagement.
- Develop and implement innovative digital storytelling solutions to adapt to rapidly changing environments.

Freelance Work | Producer, Editor: 2016 - Present

- Create social content for clients like Discovery Network, NSA, and Amazon Web Services.
- Produce video campaigns for digital platforms, increasing leads by 47% YoY for local businesses.

Video Editor and Motion Designer | George Mason University, Admissions: 2018 – 2019

STAR Lab Administrator | George Mason University: IT Services, 2017 – 2019

SKILLS

- **Production & Editing:** Adobe Premiere Pro, Final Cut Pro, After Effects, Photoshop, DaVinci Resolve, Pro Tools
- **Content Creation:** Video and photography for TikTok, YouTube, Instagram, Threads, Facebook
- **Project Management:** Scriptwriting, budgeting, team coordination (Monday.com, Slack, Google Workspace)
- **Digital Strategy:** Audience engagement, social media optimization, content repurposing
- **Soft Skills:** Creative direction, cross-functional collaboration, adaptability, problem-solving, leadership, communication

EDUCATION

B.A. Film and Video Studies, Minor in Psychology,
George Mason University | 2016 | Magna Cum Laude
School of Motion, Animation Bootcamp | 2024