

Nicholas Serpa | Digital Media Specialist

 (480) 600-1625  ndserpa@gmail.com  www.nickserpa.com

RECENT EXPERIENCE

DIGITAL MEDIA SPECIALIST

CITY OF PEORIA, ARIZONA | 12/2019 – PRESENT

- **Pitches, films & edits** 70-90 video projects annually, including community & business features, event coverage, scripted/long-form content, and more.
- **Organizes** broader video production video process, including scheduling, client outreach, scripting/talent, branding/animation and more.
- **Operates livestreams** (Council meetings, partner livestreams) and helps maintain and organize Channel 11 cameras, broadcast equipment and NAS systems.
- **Creates** social media posts/graphics, photography and animations as needed.
- **Leads and mentors** student interns, providing practical knowledge and support.

ACADEMIC ASSOCIATE, SUSTAINABILITY STORYTELLING

ARIZONA STATE UNIVERSITY | 8/2020 – 8/2023

- **Taught** narrative storytelling principles to documentary students alongside documentary filmmaker Peter Byck in a Masters-level journalism program.
- **Demonstrates** in-depth use of Adobe editing software and provides technical and creative guidance to students during filming and editing process.

MULTIMEDIA JOURNALIST

CHAMBER BUSINESS NEWS/AZ CHAMBER | 5/2018 – 11/2019

- **Pitched, filmed & edited** video stories about Arizona businesses/industries
- **Designed** animated, on-brand motion graphics for videos & social media
- **Wrote** in-depth news features on business/government-adjacent issues

DIGITAL REPORTER & PRODUCTION CREW

ARIZONA PBS/CRONKITE NEWS | 1/2016 – 8/2018

- **Operated** studio cameras, audio, graphics and switcher during live broadcasts
- **Managed** on-air guests, scripts and show timings for productions
- **Pitched, wrote and photographed** visual stories for Cronkite News website

VISUALS INTERN

ARIZONA REPUBLIC/AZCENTRAL | 1/2018 – 5/2018

- **Filmed & photographed** visual stories across all beats, from transit to education.
- **Operated** studio cameras during social media livestreams and debates

VIDEO INTERN

ASU ENTERPRISE MARKETING | 8/2017 – 12/2017

- **Filmed** ASU events, programs and students for internal and external videos
- **Edited** multiple projects simultaneously in Premiere/AfterEffects

DIGITAL MEDIA INTERN

STARBUCKS | 6/2017 – 8/2017

- **Filmed & edited** branded video content for global Starbucks marketing channels, including most notably launching the *Behind the Brew* video series
- **Wrote** Starbucks Newsroom stories and media releases on tight deadlines
- **Photographed** Starbucks products, employees and events for social media

SKILLS

- Adobe Premiere Pro, AfterEffects, Photoshop, Illustrator, Lightroom
- Sony & Panasonic mirrorless cameras, video and photography
- Blackmagic, DJI, Sony & Canon studio/cinema cameras
- FAA Certified Drone Pilot (Part 107) since 2019
- Studio operations (switchers, Chyron graphics, & more)
- Motion graphics & graphic design
- Business & client outreach
- Hootsuite/social media publishing
- Podcast recording & distribution
- AP style copywriting/editing

EDUCATION

BA, JOURNALISM & MASS COMMUNICATION | (2015-2019)

ARIZONA STATE UNIVERSITY
Walter Cronkite School of Journalism & Mass Communication

- Graduated with 4.0 GPA
- 8 semesters of honors in the Dean's List & Medallion Scholarship Program
- Areas of focus: Multimedia storytelling and studio production