

Adam Armesto

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EDUCATION

Columbia University, Columbia College
B.A., Major in Film and Media Studies
w/ Concentration in Business Management

New York, NY
Graduated May 2019

Relevant Coursework: Financial Accounting, Business Strategy and Scaling, Marketing, Digital Video Production, Filmmaking, Screenwriting

PROFESSIONAL EXPERIENCE

Tag Awareness Group

New York, NY

Freelance Marketing Intern

Sept 2019- Nov 2019

- Facilitated bartered promotions with major entertainment brands and businesses while supporting grassroots marketing campaigns with clients across the country
- Helped organize an experiential marketing initiative with the XFL and NFL; strategizing, organizing, and implementing memorable PR events shared across social media platforms

Columbia University- Various Positions

New York, NY

Columbia Alumni Association Student Caller

May 2017- May 2018

- Processed high volume call list of distinguished university constituents providing institutional updates and stewarding fundraising efforts
- Received professional training/guidance in sales strategies and telemarketing communication skills

CUFB Summer Recruitment Intern

Summer 2016/2017/2018

- Managed Columbia Football's prospect database via ARMS platform and Excel to input relevant statistical data for recruiting management
- Filmed, organized, and edited footage of potential prospects and current players into marketable graphic and video content on social media platforms

ColorWheel Resources

Canton, MI

Creative Consultant and Marketing Coordinator

May 2016 -May 2019

- Developed a multi-platform marketing strategy according to marketplace analytics through social media, B2B networking (mailing list, cold calls), and a sleek online marketplace
- Edited, categorized, and regulated a wide range of entertainment products within an online marketplace
- Authored a variety of short stories, skits, and children's curriculum purchased by ministries and organizations nationwide

LEADERSHIP EXPERIENCE

Columbia University, NCAA Division I Varsity Football Team

Tight End/ Offensive Line

Aug 2015-Feb 2019

- Dedicated 40+ hours weekly to practice, work outs, competition, and meetings with a full academic load developing time management, communication, and problem-solving skills daily
- Experienced one of the biggest positive turnarounds in NCAA history
- Volunteered and supported charities associated with the team such as The Friends of Jaclyn & Be The Match foundations

CU Film Productions

Student Filmmaker, Post-Production Editor, Crew

Jan 2018-May 2019

- Operated a variety of on-set roles (Director, Cinematographer, Producer, Boom, Audio, Actor) for university-sponsored student and low-budget films
- Implemented successful and efficient post-production workflows from asset hand-off to final content delivery
- Consulted on and utilized editorial and creative techniques that are in line with the creative trends of the industry (music supervision & editing, video- editing techniques, sound recording & mixing, color correction, transcoding)

Sigma Chi Fraternity

Academic Chair, Alumni Relations Chair, Social Chair

Aug 2016-Feb 2019

- Developed cross-platform media campaigns through social media account management to increase brand and event awareness
- Published a monthly newsletter with chapter updates, highlighting upcoming events, and providing any relevant Sig Chi news
- Organized various social, networking, and fundraising events for active members and alumni

SKILLS

- Computer: Proficient in Adobe (Photoshop, Premiere, After Effects), Social Media Management, Microsoft Office Suite, Google Suite, Final Cut Pro, Movie Magic Scheduling & Budgeting, Final Draft, Canva
- Language: Spanish – Advanced