

SELENA SOUVANNASANE

CONTACT



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ACCOMPLISHMENTS

- Collaborated with team of 15-20 in the throughout the entire development of music video operations
- Placed artist(s) through multiple media outlets, including *Lyrical Lemonade*, *A1234*, *The Current*, and *Mpls.St.Paul Magazine*
- Delivered and promoted musical works, with one video reaching 54,000 views in three months
- Placements on Spotify's curated playlists (*Fresh Finds* and *Fresh Finds Rock*)

SKILLS

- Project Management
- Critical Thinking
- Innovation
- Multitasking Abilities
- Adobe Photoshop
- Organization and Time Management
- Strategic Planning
- Verbal and Written Communication
- Budgeting and Negotiation
- Research Information Sourcing
- Attention to Detail
- Films and Recordings Direction

ASSISTED PROJECTS

Website Development

- sane.cargo.site
- tysmtakeover.com

Music Videos

- TYSM! - 50/50 (2022) - Co-concept &

As a recent graduate of the University of Minnesota - Twin Cities, I have been focused on creating a creative entity that focuses on the human experience, with opening conversations upon stories and voices on a global scale. Offering innovative ideas and forward thinking concepts between people and the arts are my key motivators in my pursuit. In this, I have taken roles as an independent artist manager, and a freelance producer throughout the Twin Cities area.

EDUCATION

May 2022

Bachelor of Arts Strategic Communications

University of Minnesota - Twin Cities, Minneapolis, MN

- Wallin Educational Partners Scholarship Recipient
- U Promise Scholarship Recipient
- Relevant Coursework: Digital Media Strategy, Account Planning, and Campaigns

WORK HISTORY

June 2022 to Current

Creative Fellow *The Brand Lab*, Minneapolis, MN, Remote

The TBL fellowship is a non-profit organization that specializes in providing a doorway for BI-POC youth to enter the advertising and marketing industry, as well as developing careers for future success.

As a creative fellow, I specifically worked on projects that revolved around creativity, social media, project management, and production. I was placed in two rotations, them being Best Buy and Optum, for 8 months.

Best Buy (Associate Creative Producer Intern)

- Created social organic materials via video production for an audience of 14,000+
- Supported two major video productions
- Collaborated on video projects with creative team
- Pitched ideas and directory visions
- Handled and managed sensitive materials and information

Optum (Project Manager Intern)

- Established and managed WorkFront duties and delegated to team members
- Primarily focused on developing and curating content for Innovation Center
- Provided insight with team for B2B, B2C, and C-Suite executive content

July 2021 to Current

Freelancer Producer *Independent Work*, Minneapolis, MN

- Outsourced and hired models and actors for multiple video shoots.
- Provided insights and analytical research for audience out-reach to clients.
- Gathered, organized, and distributed financial payouts to cast and crew.

Co-Producer

- Dawson Fuss - Breakfast Club (2022) - *Producer*
- Dawson Fuss - Upper Hand (2022) - *Producer*
- Kinfu - Vacation (2022) - *Producer*
- Why Not - Take a Minute (2022) - *Producer*
- Miloe - where u are (2022) - *Producer*
- TYSM! - OUT OF MY MIND (2022) - *Producer*
- Landon Conrath - Static (2021) - *Casting Director*
- TYSM! - CRASH THE RENTAL (2021) - *Producer*
- TYSM! - SCOUT! (2021) - *Producer*

Campaigns

- Best Buy Social Organics (2022) - *Content Creator and Producer*
- Flavor World - Drop 6 (2021) - *Co-Concepts and Model*
- Fieldwork (2021) - *Casting Director*

- Supported directors and crew in video and photo production.
- Focused on team experiences and creating a safe environment for cast and crew.
- Crafted pre-production materials, such as call sheets and parental release forms, for the behalf of independent directors and clients.

May 2021 to Current

Independent Artist Manager *Independent Work*, Minneapolis, MN, Remote

- Supported two artist benchmarks and goals through providing advice and consultation on creative works and ideas.
- Managed business and financial aspects for clients, such as arranging travel plans, promotional materials, booking events, and advertising works.
- Executed public relations campaigns for artist(s) creative materials, such as pitching to radio stations and publications.
- Oversaw DSP relations and managed distribution of materials to other collaborative parties.
- Established release timelines and marketing goals for each creative work.
- Created campaigns and necessary materials, such as electronic media press kits, to facilitate to other parties.
- Maintained statistics and reports of streaming insights and analytics.
- Pushed innovation for new concepts and stayed ahead of industry trends throughout an ever-growing society.

July 2017 to January 2020

Personal Care Assistant *First Choice Care*, Minneapolis, MN

- Assisted client in everyday routines, such as hygiene and academics.
- Informed healthcare supervisors with monthly reports of client's overall wellbeing.
- Communicated with family in providing personalized care and assistance.
- Helped family with errands and other household tasks.