

Danielle Nicole Knox

DanielleKnox3@gmail.com | (808) 864 - 3004 | Lehi, UT
creativedanielle.com

WORK EXPERIENCE

Video Creator

Oct 2022 - Present

Tyson Media - Lehi, UT

- Maintained brand integrity throughout the directing and editing process for fashion and beauty clients like Rachel Parcell and Laced Hair Extensions
- Utilized other editors to output over 100 videos per month for the company, Brandless
- Collaborated regularly with team members to improve workflow function and client retention

Digital Storyteller

Jun 2022 - Sept 2022

Arbinger Institute - Farmington, UT

- Edited and produced five 2-3 mini docu-style videos within two months for Arbinger's live event called "Summit" to inspire a supportive interpersonal workplace culture
- Recycled twenty hours of footage into 3 distinct videos to play during speeches given at Summit
- Supported team members in software troubleshooting and production improvements

Video Production Lead

Nov 2016 - Oct 2021

BYU-Hawaii Media - Laie, HI

- Spearheaded short-form docs, ads and visual poems independently and in a team setting
- Lead teams of 3-5 creatives and delegated responsibilities to meet deadlines and call times
- Held cinematic and broadcast positions as producer, writer, director, technical director, editor, and camera operator

Creative Content Intern

Jun 2019 - Aug 2019

Taste Chocolate - Provo, UT

- Elevated the Taste Chocolate brand by producing a short-form video ad to promote a chocolate tasting event that increased social media traffic by 50%
- Created infographics and motion graphic mockups on the chocolate-making process to display in the chocolate factory during factory tours

SKILLS

Talents: Branding, video creation, photography, graphic design, singing, and songwriting

Technical: Adobe CC '24 - Premiere Pro, After Effects, Photoshop, Illustrator, and In Design

EDUCATION

Bachelor of Arts

Class of 2020

BYU-Hawaii - Laie, HI

Concentration: Graphic Design

Minors: Entrepreneurship, General Music

Occupation Skills Certificate

Class of 2016

Saddleback College - Mission Viejo, CA

Concentration: Television and Film Production