

# EDEN

**RooCruit**

## Videographer & Social Media Specialist

Cape Town, South Africa

### PROFESSIONAL SUMMARY

*A dedicated visual storyteller with over 9 years of experience as a videographer and social media executive, specializing in luxury travel, food, and documentary content. Extensive international experience filming across Southern Africa, the Seychelles, Thailand, and Vietnam, capturing captivating narratives for high-profile global brands. Expert in managing large-scale social media communities and producing high-end digital content that drives significant audience engagement.*

### KEY SKILLS

- Visual Storytelling & Videography
- Social Media Management & Strategy
- Content Creation & Post-Production
- Adobe Premiere Pro & Audition
- Adobe Lightroom
- Producing & Research
- Luxury Travel & Food Production
- Documentary Filmmaking

### PROFESSIONAL EXPERIENCE

#### Videographer & Social Media Manager

2016 – Present

#### Independent Creative Production Agency

- Specialize in luxury travel, food, and documentary storytelling, creating visually stunning and emotionally engaging content for international audiences.
- Executed productions across multiple international locations, including the Seychelles, Thailand, Vietnam, and Southern Africa.
- Collaborated with flagship media clients including The Travel Channel and The Food Network to deliver professional broadcast-quality content.
- Produced and edited high-impact video content for digital platforms, ensuring all deliverables aligned with strict brand objectives and aesthetics.

- Managed social media accounts for various brands, growing followings and increasing engagement through data-driven strategic content planning.

## Online News Editor

2013 – 2016

### National Digital News Organization

- Managed the platform's social media presence, successfully scaling the Instagram account to 1 million followers and maintaining a Facebook community of 120,000.
- Sourced, wrote, and edited breaking news articles for a leading online news platform under high-pressure deadlines.
- Oversaw daily operations of the news website, ensuring timely updates, accuracy, and optimal user experience.
- Conducted high-profile interviews with prominent figures to produce accurate and compelling journalistic stories.

## EDUCATION

### Rhodes University, RSA

Bachelor of Journalism (2010 – 2013)

## LANGUAGES

**English:** Native/Fluent    **Afrikaans:** Fluent