

Cara O'Malley

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EXPERIENCE

Construct, Project Manager (Contract) *Jun 2019—Dec 2019*

- Oversee the development and execution of a large educational content project for a high school district in Southern California. The project involves producing instructional content that is customized to the district's specific curriculum needs.
- Build and manage the project's team of 20+ people using agile methodology. Design and implement efficient processes that move content projects forward and support team members (team includes both freelancers and company staff).
- Directly manage, update, and satisfy a large stakeholder base on a project with high visibility.
- Build strong relationships with clients; collaborate on-site with clients to develop the best educational content possible.

COCOMedia, LLC, Founder *Apr 2016—Jun 2019*

- Freelance video production and digital marketing specialist. Plan, develop, and deliver 70+ promotional and educational video campaigns. Oversee multiple content projects simultaneously while remaining mindful of strict deadlines and budgets.
- Consult clients on the best digital marketing techniques for their brand. *Website:* caraomalley.com

Walt Disney World, Sales Cast Member *Aug 2018—Oct 2018*

- *Disney College Program.* Expertly communicate with and support guests, coordinators, and leaders in a fast-paced environment. Remain calm under pressure while performing Disney's Four Keys (Safety, Courtesy, Show, Efficiency).
- Provide exceptional guest services and customer service daily. Answer guest questions and problem-solve when needed.

Duke Student Broadcasting, President *Sep 2014—May 2018*

- Developed and implemented a new, more efficient process for content development, strategy, and production that resulted in a 70% increase in output of high quality, original videos (average output: 2-3 videos per week).
- Lead three video departments and 20 content creators. Manage 100+ multimedia projects through various stages of production, from initial pitch to final distribution. Develop and manage a budget of \$40k.

YouTube, YouTube Partner / Content Creator *Aug 2013—May 2018*

- Official YouTube Partner: *YouTube.com/mscaranicole* (100+ videos produced; 2.5 million views; 25,000 subscribers)
- Partner with multiple organizations, including *HuffPost* and *Kamcord*, to create content geared toward a young audience.

Duke University, Undergraduate Teaching Assistant *Aug 2017—Dec 2017*

- Collaborate with a faculty team to develop lesson plans for the course 'Advanced Multimedia Production'.

Duke Department of Surgery, Communications Intern *Nov 2015—Apr 2017*

- Plan, develop, and manage content for Duke Surgery's website and social channels; content includes articles and videos.

EDUCATION

Duke University **Durham, NC**
B.A., Visual & Media Studies; Certificates in: Markets & Management May 2018

SKILLS & INTERESTS

- **Skills:** Project management; public speaking; content operations; social media; video production; project planning; leadership; content development; stakeholder management; client relationships; customer service; strategic partnerships; YouTube channel setup, management, analytics; Google Drive; time management; creative problem solving
- **Interests:** Hiking; triathlons; creative writing; Indie pop; volunteering; acrylic painting; Stranger Things; dogs