

Kevin Sanchez Farez

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Experience

Fortune Magazine

2022 - 2025

Associate Video Producer

New York, NY

- Spearheaded an increase in YouTube viewership, producing high-impact finance, business, and technology stories
- Led end-to-end production for *Fortune's* "The Ground Up" series, resulting in the publication's highest-performing video feature, "How I Made Over \$220M In Sales Creating Scrub Daddy" (540K+ views)
- Produced 100+ short-form, vertical videos for *Fortune's* social platforms, the most successful garnering 7M views
- Pitched, scripted, and edited long-form and social-first videos with emphasis on closed-caption accessibility
- Managed studio and field productions, specializing in set lighting, cinematography, and audio production for high-profile interviews with CEOs, industry experts, and newsroom colleagues
- Managed high-priority communications and cultivated relationships with *Fortune 500* companies
- Engaged prospective audiences through channels such as a Reddit, X, TikTok, LinkedIn, and Instagram

NPR (Emma Bowen Foundation Fellow)

2021

Visual Newscast Intern

Washington, D.C.

- Produced five video segments daily with hourly deadlines for *NPR's* morning flash newscast
- Generated animated graphics and researched footage to build visual stories for *NPR* reporting

National Oceanic and Atmospheric Administration (Dow Jones News Fund Fellow)

2020 - 2021

Video Production Intern

Silver Spring, MD

- Produced 14 educational and explainer-style videos for the department's ocean awareness campaign
- Designed graphic assets for the *Office of National Marine Sanctuaries'* social media and YouTube presence
- Developed compelling copy and engaging visuals for the office's weekly social media calendar

Tegna, NBC Atlanta, 11 Alive

2019

News Intern

Atlanta, GA

- Published 27 digital stories and two video reports for the newsroom's digital site focused on entertainment news
 - Managed *The A-Scene's* social media feeds, curating IGTV videos, breaking news updates, and daily posts
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Education

Columbia University Graduate School of Journalism

2021 - 2022

M.S. in Journalism (Concentration in Video)

New York, NY

- Coursework: Video Production Essentials, Explainer Journalism, Video Newsroom, and Covering Immigration
- Facebook Journalism Project Scholar: NLGJA - The Association of LGBTQ+ Journalists

Georgia State University

2017 - 2021

B.A. in Journalism (Concentration in Multimedia Reporting)

Atlanta, GA

- Coursework: TV News Magazine, Feature Writing, Applied Graphic Communication, Elementary German I & II
 - Served as President and News Director of *PRN-GSTV*, a weekly student-led news broadcast, for two years
 - Evelyn Mims 'Journalist of the Future' Scholar: National Academy of Television Arts & Sciences
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Relevant Skills

- Software: Premiere Pro, After Effects, Audition, Lightroom, Illustrator, Final Cut Pro, Photoshop
 - Studio Production: Studio lighting, audio production, cinematography, camera operation
 - Camera Proficiency: Sony FX3, FX6, A7SII | Canon C200, C300, R5
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Honor and Awards

- Best in Show - Broadcast News Story: Associated Collegiate Press: "A voice behind the Youth Climate Strike"
- Best in Video Essay: Student EMMY - National Academy of Television Arts & Science: "Magic Wheelchairs"