

# Kevin Sanchez Farez

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## Experience

### Fortune Magazine

2022 - 2025

Video Producer / Editor

New York, NY

- Led end-to-end production of short and long-form video stories, ranging from explainers, documentary-style features, and news reports under tight deadlines with precision and urgency
- Spearheaded an increase in viewership, achieving the publication's highest-performing video feature, "*How I Made Over \$220M In Sales Creating Scrub Daddy*" (565K+ views)
- Produced 100+ social-first videos, the most successful garnering 6M+ views across *Fortune's* social platforms
- Managed studio and field productions, specializing in set lighting, cinematography, and audio production for high-profile stakeholders including Fortune 500 CEOs, industry leaders, and newsroom journalists
- Collaborated across the newsroom with reporters and multimedia producers to create data-driven video content

### NPR (Emma Bowen Foundation Fellow)

2021

Visual Newscast Intern

Washington, D.C.

- Produced and edited 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 Fellow

Silver Spring, MD

- Produced and edited 14 educational and explainer-style videos for the department's ocean awareness campaign
- Designed graphic assets and animations for the *Office of National Marine Sanctuaries* digital-facing brand

### 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 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 Production)

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, Flourish
- Camera Proficiency: Sony FX3, FX6, A7SII, ZV-E10 | 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*"