

# Kevin Sanchez Farez

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## Fortune Magazine

Sept. 2022 - Mar. 2025

Associate Video Producer / Editor

New York, NY

- Produced and edited 18 long-form video stories, including explainers, interviews, and editorial features related to entrepreneurship, business, and technology for *Fortune's* digital platforms under various deadline lengths.
- Led end-to-end production for video series projects: pitching, researching, drafting pre-pro beat sheets, managing schedules, coordinating with press teams, setting up cameras and lighting, interviewing talent, filming b-roll, ingesting and backing up footage, scripting, video editing, fact-checking, and processing invoices.
- Collaborated with the social media team to produce and refit 100+ vertical videos for Instagram, TikTok, LinkedIn, and YouTube, with deliverables ranging from news soundbites to story features reaching 6M+ views.
- Expanded audience reach and engagement by optimizing titles and thumbnails; videos reached 600K+ views.
- Produced and edited *Luxury Living* social series using mobile iPhone and DSLR filming techniques.
- Supported senior producers with editing early-stage, rough cuts and taking late-stage edits across the finish line.

## NPR (Emma Bowen Foundation)

June 2021 - Aug. 2021

Visual Newscast Intern

Washington, D.C.

- Edited five video packages daily for *NPR's* morning flash newscast under tight, hourly deadlines.
- Designed motion graphics and searched for footage to translate audio reporting into engaging, visual stories.

## NOAA's Office of National Marine Sanctuaries (Dow Jones News Fund)

June 2020 - May 2021

Video Production Intern

Silver Spring, MD

- Produced 14 educational videos for the *Office of National Marine Sanctuaries'* ocean awareness campaign.
- Independently designed graphic assets, titles, and animations to advance digital and social media presence.

## TEGNA (NBC Atlanta, 11 Alive)

June 2019 - Aug. 2019

News Intern

Atlanta, GA

- Published 27 digital stories and videos while managing social media platforms for the entertainment vertical.
  - Prepared research briefs and edited in-house video conversations of talent interviews with industry leaders.
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## Education

### Columbia University Graduate School of Journalism

Sept. 2021 - May 2022

M.S. in Journalism (Concentration in Video Production)

New York, NY

- Coursework: Video Production Essentials, Explanatory Journalism, Video Newsroom
- Achievement: Facebook Journalism Project Scholar: NLGJA - The Association of LGBTQ+ Journalists

### Georgia State University

Sept. 2017 - May 2021

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

Atlanta, GA

- Coursework: TV News Magazine, Feature Writing, Applied Graphic Communication, Politics and the Media
  - Leadership: Served as President and News Director of PRN-GSTV, a weekly student-led newscast, for two years
  - Achievements: Evelyn Mims' Journalist of the Future: National Academy of Television Arts & Sciences (2019), Best in Show - Broadcast News Story: Associated Collegiate Press (2019)
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## Relevant Skills & Affiliations

- Software: Adobe Creative Suite (Premiere Pro, After Effects, Audition, Photoshop, Lightroom, Illustrator), Microsoft (Word, SharePoint, PowerPoint), Flourish, Canva
- Languages: English (Native proficiency), Spanish (Native proficiency)
- Affiliations: National Association of Hispanic Journalists, NLGJA - The Association of LGBTQ+ Journalists