

# Amanda Lalezarian

## CONTACT

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## PORTFOLIO

www.amandalalezarian.com

## EDUCATION

### **University of North Carolina at Chapel Hill**

B.A in Media and Journalism with Honors,  
May 2017

- Sports Communication Certificate
- Entrepreneurship Minor
- Senior Honors Thesis: produced a short documentary about Danish Jewish history from WWII to 2016.

### **DIS - Study Abroad in Scandinavia**

Fall Semester 2016, *Copenhagen, Denmark*

- Specialty projects student videographer with marketing department
- Created interview-driven videos about Homestay experiences for advertising

## HONORS

*Tar Heel Leader of Distinction, 2017*

*Stemler Scholar, 2017*

*Athletic Director Scholar, 2017*

*Jonathan H. Witherspoon Scholarship, 2015-17*

*Atlantic Coast Conference*

*Academic Honor Roll, 2013-17*

## UNC JOURNALISM COURSES

### **Carolina Photojournalism Workshop:**

- Spent a week in the mountains of Sylva, N.C. to film and edit a short documentary about a senior citizen's place in his community.

### **Media Hub:**

- Worked in a team to procure monthly news packages for N.C. media outlets (stories on environmental concerns in Puerto Rico, state border laws, community activism, etc.)
- Served as team's lead videographer and multimedia specialist

## SKILLS

### **Languages:**

Fluent in Swedish

Proficient in Farsi and Spanish

### **Technology & Software:**

Adobe Premiere, Photoshop, Illustrator, InDesign, Canon, 360 video, HTML5, CSS3

### **Social Media:**

Instagram, Facebook, Vimeo and WordPress

## EXPERIENCE

### **Insignia Films**

*Production Associate, New York, N.Y., February 2019 - Present*

- Right hand for directors and producers with various documentary projects
- Assist with production on film shoots, including research, archival collections etc.
- Perform day to day tasks such as managing the office, processing billing and expenses, overseeing internship program

### **DIS - Study Abroad in Scandinavia**

*Videographer & Marketing Assistant, Copenhagen, Denmark, August 2017 - 2018*

- Solo videographer on staff to fulfill creative needs in collaboration with marketing team to tell the many stories of the student experience of studying abroad with DIS in Copenhagen, Denmark and Stockholm, Sweden.
- Produced video content for U.S., Danish and Swedish audiences through various advertising and social media campaigns featured at Copenhagen International Airport, local train screens, and online.
- Coordinated and lead workforce of student videographers on semester-long projects and hosted workshops to critique work.

### **Olympic News Service**

*Flash Quote Reporter, Rio de Janeiro, Brazil, August 2016*

- Gathered key statistics and quotes from athletes via Olympic Broadcasting Service (OBS) and designated press/mix-zone areas
- Published information to online database for accredited media (i.e. Reuters, Associated Press etc.) and myself to write stories for public distribution.

### **MSNBC**

*Longform Intern, New York, N.Y., Summer 2016*

- Published article for MSNBC's 20th Anniversary: "20 Millennials on 20 Years"
- Assisted production and development teams with competitor analysis, programming schedule, log-lines for pitches and updated talent database

## LEADERSHIP

### **University of North Carolina Varsity Fencing Team**

*Women's Foil Squad, August 2013 - May 2017*

- Recruited Division I athlete, starter all four seasons of collegiate career
- Two-time captain, served as liaison between squad and coaching staff, addressed team issues, and motivated/supported team members at competitions
- Participated on seven world teams including winning a gold medal at the 2013 Maccabiah Games (Jewish Olympics) and Swedish National Team member.
- Competitive fencer for 12 years, competed and traveled eight months of the year

### **Richard A. Baddour Leadership Academy**

*Veteran Leader, August 2013 - May 2017*

- Received feedback from teammates and coaches via 360-degree evaluation
- Met bi-weekly with captains and distinguished leaders to learn and reinforce leadership principles and share successes, frustrations and lessons
- Mentored two underclassmen in Rising Stars program to build and inspire their commitment, confidence and character on the fencing team

## ACTIVITIES

### **Persian Cultural Society**

*Co-President, Chapel Hill, N.C., August 2014 - May 2017*

- Organized monthly cultural events for UNC community, such as Nowruz (Persian New Year), potluck dinners and 1001 Nights (educational program)
- Designed event posters as former marketing committee member