

Nora Alcala

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Dynamic and highly creative individual whom will walk with you to bring your vision to life. Capable of developing and actualizing effective communications to enhance your business. Extensive training and real-world application in video production, multimedia communications and social media marketing. An in-depth understanding of social listening platforms, social media aggregators, composition, digital photography, non-linear video editing software, etc. Proven to be a great communicator, with colleagues and management alike, agile, proactive and reliable team member. Ability to empathize and strong leadership abilities. Always eager to give perspective solutions to make work processes more effective and efficient. A specialty in training and corporate communication with a passion in storytelling.

Education

Ball State University- May 2019

Bachelor of Arts

Telecommunications

Concentration: Video Production

Major Specific GPA: 3.49

Relevant Courses: Marketing, Social Media Marketing, Public Communications, Media Ethics and Social Responsibility, Electronic Media Law, Digital Media Internships

Experience

Videographer

Independent Contractor

Client: Alcala Engineering

August 2019-Current

- Walk alongside my clients to capture their special day (i.e. Weddings)
- Provide expertise on social media trends and how to best utilize them to drive business
- Reach out to potential clients about my services and the importance of video for digital marketing

Video Producer

Sensory Technologies

Clients: Eli Lilly Co./IU Health-Riley

October 2018-August 2019

- Create custom digital content (i.e. videos and podcast) for internal communication
- Help clients bring their digital visions to life from pre-planning to delivery
- Deliver excellent customer service to +100 speakers to ensure they meet their goals
- Analyzed growth metrics through personal surveys and our CRM Database

A/V Technician

Markey's Rentals and Staging/JW Marriott

March 2018-October 2018

- Executed a variety of custom A/V setups, 5-star hotel/conference center
- Ensured client satisfaction by providing quality and timely customer service

Videographer and Board Operator

DC Broadcasting Inc.

October 2012- May 2014

- Filmed content which was broadcasted during WJTS-TV news segments
- Voiced commercials used for WBDC and WAXL
- Board Operator during live sporting events
- Administrative work such as running and reviewing quarterly reports for WBDC & WAXL

Internships

Video Intern

Ball State Foundation

August 2017-December 2017

- Designed, collaborated and produced video concepts to meet clients' needs
- Produced a Birthday Video for friends, family and donors (+13,000 viewers)

Marketing Intern

Muncie First Choice for Women Medical Clinic

August 2014- May 2018

- Produced client testimony videos for online marketing and soliciting donations
- Filmed comprehensive training session to educate volunteers
- Personal marketing for volunteer opportunities and to attract future clients

Video Intern

Holiday World and Splashin' Safari

May 2016-August 2016

- Conceptualized and produced ride and show videos for promotion
- Worked with news outlets to gather video footages for packages
- Captured video and photography of all the parks attractions and entertainment, showcased online

Video Intern

Students for Life of America

August 2015-December 2015

- Created original content to best showcase the mission of this nonprofit organization
- Designed graphics that fit within the branding criteria
- Collaborated with fellow students and regional coordinator to create a short documentary on their experience

Accomplishments

- Analyzed and researched television series, films, laws and conducted primary interview with individuals about their influences when expressing their reproduction options while experiencing an unplanned pregnancy.

Community Involvement

First Choice for Women Medical Clinic, Holy Spirit of Geist Catholic Parish, Optimist Club

Skills

Social Media platforms Facebook, LinkedIn, Instagram, YouTube, SnapChat, Twitter, Social Media Manager Hootsuite and Google Analytics, Adobe Premier, Photoshop, After Effects, Pro-Tools, Microsoft Office (PowerPoint, Word, Excel)

Endorsements

“I wanted to let you know what an outstanding job, Nora editing 11 short videos for me. She responded promptly when I had questions, and most of all she was able to deliver quality videos with very little input from me. I am extremely pleased with the experience she provided.”

-Debra Davenport, Eli Lilly

“I am delighted how the BASAGLAR video turned out! The video was very engaging and hold the viewers’ attention for over 8 minutes, which is definitely an accomplishment. You took my direction on what I wanted featured in the video and integrated several creative ideas of your own to create an informative and interesting final product. I was surprised on how quickly this came together and how little back and forth was needed to produce a video that was ready for use.”

-Anne Myers, Global Marketing BASAGLAR, Eli Lilly

“I can’t thank you enough for all the hard work you’ve put into so many of the projects we were working on together this past year. From women’s network events to promotion videos and all things in-between...we couldn’t have done it without you. The above and beyond attitude that you have with high turn around projects is the best I’ve seen from Sensory Technologies.

I’ve worked with people in the past in the Apple Lab all of which have been pleasant and helpful. However, your work and the expedited delivery are amongst the best. It’s as though you’re walking right along with me on the project deadline.

You and I have worked after hours to get things accomplished and meet deadlines. This is the first contracted person at Lilly that has put this much care and attention into what they do.

The work that you produce is above satisfactory and some of the best I’ve seen. Thanks for the constant creativity, and willingness to always help out in a bind. We at Lilly are so fortunate to have you.”

-Kelly LeBlanc, Director of Reimbursement, Eli Lilly

“I am writing in reference to the Birthday Video that I received this week. The creator of this video, Nora Hopf, deserves praise and accolades over its quality, its innovation and the artistic format. With the delightful rendering of Ball State Students, organizations, animals and finally ending with the choral tribute, I was moved almost to tears by its content. It was excellent. Kudos to the Foundation that created it and especially to Nora for its rendition.”

-Allen W. Bernard, Notable Donor and Friend, Ball State Foundation