

# bailey evers

SENIOR  
CONTENT CREATOR

Experienced Video Director in the consumer goods industry.  
Skilled in talent casting, storyboarding, producing, directing, and  
video editing. Proven track record of delivering platform-optimized  
video content for full funnel digital advertising campaigns.

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## EXPERIENCE

### **oVertone Haircare**

**Senior Content Creator | 2018 – Present**

Concept, write, direct, create and edit all above the line, retail, web, social and e-commerce video content. Work directly with Co-Founders, Marketing Leadership, Creative Directors and Project Managers to plan and execute new product launches. Manage social platforms including YouTube and TikTok.

### **Ohnut**

**Video Content Creator | 2021 – Present**

Create original video content for OhNut across multiple social platforms including tiktok, instagram, and youtube content.

### **Colorado Film School**

**Video Editor | 2015 – 2018**

Logged, organized, Synched footage. Was put in creative control of several promotional videos.

## SOFTWARE

Premiere Pro  
Davinci Resolve  
FCPX  
Pro Tools  
After Effects  
Photoshop

## EDUCATION

### **Colorado Film School**

Associate of Post Production | 2013 – 2016

### **Community College of Aurora**

Certificate of General Studies | 2013 – 2016

## CONTACT

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