

Darren Reid

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SUMMARY OF QUALIFICATIONS

Versatile **Video Editing & Marketing Professional** with 8 years of content creation, video editing, photography, and data analytics experience in arts, nonprofit, banking, ecommerce, and political campaign settings. Leverage project management skills to organize, track, produce, and deliver polished products within deadlines. Collaborate across teams, maximizing efficiency by leaning into strengths in time management and communication. Ensure the highest standards in quality control and client service.

EDUCATION

Fashion Institute of Technology (FIT), New York, NY

Predictive Analytics for Inventory and Marketing Certificate, Nov 2025

Florida International University (FIU), Miami, FL

Bachelor of Business Administration (BBA), concentration in Business Analytics, Apr 2025

Broward College, Davie, FL

Associate of Science (AS) in Web Development, Dec 2022

EXPERIENCE

SOILMATE

Miami, FL

Business Development Intern

Jun 2024 - Apr 2025

- Contributed to successful marketing campaigns by creating short form video clips using CapCut and Final Cut Pro.
- Tracked lead generation progress and conversion metrics by scraping web page list and importing data to Trello.

ONEUNITED BANK

Miami, FL

Content Creating Intern

Jan 2024 - Jun 2024

- Supported financial literacy and community banking initiatives by designing visually compelling graphics/videos.
- Optimized content performance using Sprout Social to schedule posts, monitor audience engagement, and analyze key metrics.

CONTEMPORARY AFRICAN DIASPORA ART (CADA)

Miami, FL

Freelance Digital Marketer

Jan 2017 - Aug 2022

- Ensured high attendance and vibrant dialogue on pivotal cultural topics, playing a key role in publicizing the annual Art Basel *Conversations* series through the effective use of social media and video content.

L.S. TECH LAND SURVEYING & ENGINEERING, PLLC

Elmhurst, NY

Accounts Receivable Administrator

Aug 2020 - Dec 2021

- Recovered outstanding payments from delinquent accounts using strong communication and negotiation skills.

JAMAICAN CIVIC & CULTURAL ASSOCIATION OF ROCKLAND, INC.

Rockland, NY

Freelance Web Developer

Mar 2019 - Aug 2022

- Applied various WordPress themes and plugins to design visually appealing and user-friendly event pages.

ARTSERVE, INC.

Ft. Lauderdale, FL

Digital Marketing Intern

Jun 2019 - Dec 2019

- Promoted local nonprofit art projects WordPress to build webpages for marketing campaigns and events.

THE SPICE KING KEITH LORREN GOURMET SEASONINGS

Pembroke Pines, FL

Freelance Video Editor

Apr 2018 - Apr 2019

- Boosted seasonal product sales and expanded brand reach by effectively editing 20+ videos for YouTube.

OFFICE OF CHRIS DAVIS, VICE MAJOR OF THE CITY OF OPA-LOCKA

Opa-locka, FL

Freelance Digital Marketer

Jan 2018 - Nov 2018

- Contributed to the successful election of a political candidate by controlling digital marketing content.
- Created compelling campaign videos and enhanced candidate's online presence by leveraging technical skills.

OPA-LOCKA COMMUNITY DEVELOPMENT CORPORATION

Opa-locka, FL

Social Media Coordinator

Feb 2017 - Jan 2019

- Collaborated with Real Estate & Housing, Business Empowerment, Arts & Culture, Financial Empowerment, and Youth & Family Services teams to create social content using Adobe Creative Suite and Wix to develop website.

SKILLS

Final Cut Pro X, CapCut, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Sprout Social, Trello, WordPress, Wix, Office365, G-Suite, Zoom