

# emersonhuff



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## Professional Summary

Creative and detail-oriented with over 7 years of experience in graphic design, video production and editing, combined with 5 years in brand and content management, social media marketing, live broadcast directing, television content production, and web design. My goal is to elevate client visions into captivating and engaging visuals that align with brand coherence and strategic marketing objectives.

## Education

### **Christian Life School of Theology Global | Columbus, GA**

- Doctorate of Theology
- Doctorate of Sacred Studies

### **Vision International University | Online**

- Masters Degree of Ministry

### **Christian Leadership University | Online**

- Associates Degree of Biblical Studies

### **MorningStar University | Fort Mill, SC**

- Diploma in Media Communications

## Certifications & Achievements

### **Upskillist (previously known as Shaw Academy) | Online**

- Graphic Design Certification
- Video Production and Editing Certification
- Photography Certification

### **Christian Life School of Theology Global | Columbus, GA**

- Advanced Biblical Counseling Certification
- Family and Marriage Ministry Certification (In Progress)

### **Ascend Church & Ascend Academy | Conyers, GA**

- Ministry Ordination

### **MorningStar University | Fort Mill, SC**

- Certificate in Leadership Studies

## Let's Connect

- @emerson\_huff\_
- emersonhuff.com
- ehuff12345.com
- Atlanta, Georgia

## Relevant Skills

- Graphic Design
- Videography
- Website UI/UX Design
- Motion Graphics
- Live Broadcast Directing
- Adobe Creative Suite
- Davinci Resolve
- Canva
- Microsoft Office Suite
- ProPresenter
- Planning Center
- Zoom Business Suite
- Meta Business Suite
- Mailchimp
- Wordpress
- Thinkific
- Blender
- Shopify
- Constant Contact
- Amazon IVS
- Organization & Time Management
- Team Collaboration
- Interdepartmental Coordination
- Customer Service Skills
- Social and Emotional Awareness
- Effective Communication Skills

# Experience

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## **Media & Design Manager (2025-Current)**

Full-Time | Turning Point Church | McDonough, GA

- Planned, shot, optimized, and edited video content and motion graphics for special events, documentaries, promotional materials, and social media.
- Maintained and organized video production assets and ensured proper setup and use of all equipment
- Led interdepartmental coordination and collaboration on small and large scale deliverables
- Managed multiple video projects concurrently, ensuring deadlines are met while maintaining creative excellence and technical precision
- Ensured cohesive branding across all of the organization's media
- Trained and led volunteer videographers
- Managed high-quality graphic design projects from concept to execution, designing and optimizing for print (posters, flyers, merch, etc) and digital (social media, stage screens, email campaigns, etc)

## **Freelance Creative Services (2019-Current)**

Freelance/Contract

- Provided Graphic Design, videography, video editing, and web design deliverables for clients nationwide.
- Hosted creative arts lectures and workshops for organizations such as YMCA of Metro Atlanta, Atlanta Church Creatives, Ascend Academy, Turning Point Church, etc.. Experience teaching both youth and adult audiences.
- Provided technical consultations, guiding clients through AV equipment evaluation and purchasing decisions for live performance venues/auditoriums and film sets, delivering tailored solutions to meet performance and production needs.

## **Creative & Production Director (2022-2025)**

Full-Time | Ascend Church | Conyers, GA

- Managed live stream video broadcasting. Experience in live production directing, video switcher/camera/screens operation, camera crew management and communication
- Planned, scripted, filmed, edited and optimized video content deliverables from concept to completion. Experience managing and editing short and long form video content for social media, promotional videos, website, live production, etc. within a fast paced environment and tight deadlines
- Produced and optimized video and motion graphic media for television (video bumpers/stingers, intros, outros, commercials/promos, lower thirds, etc)
- Developed and executed marketing strategies across all of the brand's visual mediums (social media, print material, email campaigns, etc), managing monthly ad campaigns and leads
- Managed social media platforms. Experience posting daily, interacting with follower comments and DMs, assessing engagement analytics and making necessary changes in line with the organization's mission, etc.
- Created and managed fundraising campaigning projects, which contributed to raising \$2 million in donations to pay off a facility and over \$1 million in 8 weeks toward a new facility fund
- Created and managed website UI/UX design and digital content
- Managed high-quality graphic design projects from concept to execution, designing and optimizing for print (merch, posters, flyers, etc) and digital (website, social media, stage screens, etc) platforms
- Designed logo and brand guidelines, ensuring consistency in fonts, colors, logo placements, and brand language across all visual mediums

- Led inter-departmental communication and collaboration on small and large scale projects

### **Social Media Manager (2021-2025)**

Contract | BGI & Brian Guerin | Remote

- Led client-requested brand refresh and logo re-design project, resulting in a cohesive and modernised visual identity across all visual mediums (socials, website, print materiel, etc)
- Social Media, Podcast, and YouTube account management and content creation
- Managed high-quality graphic design projects from concept to execution, designing and optimizing for print (merch, posters, flyers, etc) and digital (website, social media, etc) platforms
- Managed Website UI/UX design and maintenance
- Designed and managed digital content for Shopify/online store
- Planned, edited and optimized video content deliverables from concept to completion

### **Online School Manager & Creative Director (2020-2025)**

Full-Time | Ascend Academy | Conyers, GA

- Designed, managed, and routinely updated digital content across the online school platform (e.g. created student portal interface, edited and organized video curriculum, designed templates for routine student email campaigns, created graphic thumbnails, etc)
- Hosted and managed online school forums and groups, engaging with students, providing student support and answering technical questions
- Managed high-quality graphic design projects from concept to execution, designing and optimizing for print (merch, posters, flyers, etc) and digital (website, social media, stage screens, presentation slides, etc) platforms

- Planned, scripted, filmed, edited and optimized video content deliverables from concept to completion. Experience managing and editing short and long form video content for social media, documentaries, testimonials, commercials, website, live production, etc. within a fast paced environment and tight deadlines
- Facilitated and hosted weekly live Zoom webinars with over 150+ live attendees
- Created and managed website UI/UX design and digital content
- Directed and oversaw live stream broadcasting for weekly school classes. Experience in live production directing, video switcher/camera/screens operation, camera crew management and communication, student mentorship and hands-on training.
- Developed Brand and marketing strategies across all of client's visual mediums (social media, print material, email campaigns, etc)
- Undertook two brand and logo refresh projects, establishing consistency in fonts, colors, logo placements, email campaigns, and brand language across all visual mediums
- Managed social media platforms. Experience posting daily, interacting with follower comments and DMs, assessing engagement analytics and making necessary changes in line with the organization's mission, etc
- Led inter-departmental communication and collaboration on small and large scale projects

### **Communications Specialist (2019-2020)**

Part-Time | MorningStar | Fort Mill, SC

- Operated live studio production camera equipment (camcorders, jibs, etc)
- Operated stage/studio lighting consoles
- Managed video content database and archive
- Filmed and edited video content for commercials, social media, website, etc.

# Additional Work Experience

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## Film Internship

Anderson University

## Media & Communications Internship

SCCA

## Youth & Teen Programs Leader

Elevation Church

## Counselor in Training

SpringHill Camps

## Youth Programs Intern

Genesis Church

## Market Manager

VanAntwerps Farms

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