Grace Holloway

CONTENT PRODUCER

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SUMMARY

Content producer with 5 years creating video and social content for music and lifestyle brands in Nashville. Writes, shoots and edits in Adobe Premiere Pro, with storytelling that has driven 40M+ views on brand channels. Manages content calendars and shoots from idea to publish, with strong communication skills across marketing, talent and legal teams.

SKILLS

Storytelling • Adobe Premiere Pro • After Effects • Content Calendar • Music Rights • Scriptwriting
Short-Form Video • PowerPoint • Platform Analytics • Communication Skills

EXPERIENCE

Content Producer 03/2023 - Present

Music Row Media Co. Nashville, TN

Content producer for a music media company's YouTube, Instagram and TikTok channels.

- Produce 20+ videos a month, from artist interviews to short-form series, reaching **40M+** views since 2023.
- Write scripts and outlines for 3 recurring series, with storytelling hooks that raised average watch time 28%.
- Edit final cuts in Adobe Premiere Pro and After Effects, delivering 95% of pieces on the publish date.
- Plan the monthly content calendar with marketing, clearing music rights and talent releases for every post.

Social Video Producer 07/2021 - 02/2023

Cumberland Creative Nashville, TN

Producer at a small agency making social content for hospitality and retail clients.

- Shot and edited **300+** short videos for 12 clients on mirrorless and phone camera kits.
- Managed shoot days, talent and props on budgets of $2K to $25K.
- Tracked post performance in platform analytics and shared monthly reports in PowerPoint.
- Developed a 6-week short-form series for a hotel client that raised social-referred bookings 15%.

EDUCATION

Bachelor of Science 05/2021

Belmont University Nashville, TN

Motion Pictures

CERTIFICATES

Adobe Certified Professional: Premiere Pro 08/2022

Adobe