



# SI RAJADHYAX

VIDEOGRAPHER | EDITOR | DESIGNER



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## EDUCATION

### VALENCIA COMMUNITY COLLEGE

ORLANDO, FL

#### DIGITAL MEDIA PRODUCTION TECHNICAL CERTIFICATE

Learned specialized skills such as Video Production, Graphic Design, Multimedia, Interactive Media, Web Design, & Marketing.

### FULL SAIL UNIVERSITY

WINTER PARK, FL

#### BACHELOR OF SCIENCE IN ENTERTAINMENT BUSINESS

Learned business concepts & management tools tailored to the entertainment industry such as artist management, contract negotiations, business ethics, and communication tools.

#### ASSOCIATE OF SCIENCE IN RECORDING ARTS

Learned to record, mix, engineer, produce, and create music & sound for the music industry, movies, video games, commercials and more.



## SKILLS

Time Management & Organization

Outgoing & Self Motivated

Work Well With Others

Filming & Video Editing  
(Adobe Premiere & After Effects)

Public Speaking

Graphic Design & Creativity  
(Photoshop, Illustrator, & InDesign)

Web Design  
(HTML, CSS, Javascript, Flash, SEO)

Microsoft Office  
(Excel, Word, Power Point)



## WORK EXPERIENCE

### COX MEDIA GROUP

ATLANTA, GA  
[2022 - PRESENT]

#### VIDEO CONTENT LEAD

- Manage and oversee content ranging in documentary, entertainment, news and more for distribution on digital; focusing on Over-the-Top (OTT) content.
- Develop processes, including concept development, writing, producing and editing.
- Run shoots, managing crew/talent/customer needs while maintaining a professional atmosphere.
- Obtain legal clearances, selecting sound tracks, brainstorming creative concepts, manage voiceover artists, research content, conduct interviews, direct shoots, and other functions of the production process. Experience working in a studio environment. Proficient in Adobe CC products.

### COX MEDIA GROUP

ATLANTA, GA  
[2016 - 2022]

#### MULTI-PLATFORM PRODUCER

- Produced videos daily, with quick turnover time, to maximize viewership and increase digital revenue for the company while working within a fast-paced newsroom.
- Identified trending stories and write scripts for use in social videos.
- Trained digital content managers of television, radio and newspaper properties on editing video basics to up video productivity at the local markets.
- Nominated for a Southeast Emmy Award.
- Recipient of LA TV Week's 40 Under 40 Award 2022.

### COX MEDIA GROUP

ORLANDO, FL  
[2013 - 2016]

#### DIGITAL CONTENT MANAGER

- Oversaw the design and functionality of all 7 radio stations' digital platforms & products to ensure that strategies are executed.
- Managed digital team for complete coverage of big station events. This includes filming, editing, and posting video & photos to station websites.
- Maximized online and social media growth by producing video content for each property and analyzing metrics & statistics to support that.
- Created trainings and manuals for employees to learn CMS processes and best practices.