

## L Stravach

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### SKILLS

Microsoft Office Suite	Adobe Premiere	Adobe Photoshop	Copywriting
Project Management	Budget Management	Leadership	Social Media

### EDUCATION

University of Pittsburgh | Pittsburgh, PA

Graduation: April 2024

#### **Bachelor of Arts**

**Major:** Film and Media Studies, Production

**Certificate:** Broadcasting and Television

### RELEVANT EXPERIENCE

*[Gravy](#) & [Wish You Were There](#) (short films)*

Pittsburgh, PA

Producer

January 2024 - Present

- Organized and created materials for crowdfunding campaigns that raised over \$2,500
- Worked with directors to carefully select valuable crew members and created filming schedules that allowed for a short but sensible timeline
- Monitored YouTube analytics on both films, with one film gaining over 33k views

#### **Covalent Video Production**

Pittsburgh, PA

Social Media Manager/Key Production Assistant

August 2023 - March 2024

- Created and managed social media content for [Instagram](#) and [LinkedIn](#) that boosted engagement by +100% over three months
- Edited [docu-style](#) and [recap](#) videos for non-profit clients with a focus on community engagement and education
- Produced sets for non-profit clients which included organizing project timelines, managing crew and equipment, and keeping client goals in mind throughout

#### **IN GOOD HANDS & AFTERMATH (short films) - PITTch!**

Pittsburgh, PA

2<sup>nd</sup> Assistant Director

September 2022 – November 2022

- Created daily call sheets and regularly distributed information to crew
- Assigned Shadow PAs to different departments and oversaw their tasks
- Worked with 10+ different background actors to develop their roles and assisted the 1<sup>st</sup> AD with managing the set

#### **Virginia Family, Career, and Community Leaders of America**

Virginia Beach, VA

Videographer - Freelance

January 2022 - May 2023

- Photographed and filmed all conference sessions and activities throughout the annual conference
- Edited event recap videos that premiered to 1,000+ attendees on the last day

#### **Screenwriting Competition - PITTch!**

Pittsburgh, PA

Producer's Assistant - Freelance

January – April 2021

- Coordinated script submissions and sent status updates to submitters
- Read and reviewed all scripts, and worked with the selection committee to determine which scripts to send for coverage
- Liaison'd with the coverage company to send scripts, receive coverage, and review coverage before sending back to submitters

#### **Audio Visual Dynamics**

Hackettstown, NJ

Assistant Stage Manager/Production Assistant

October 2020 – April 2021

- Coordinated all craft services and meals for in-house productions
- Kept track of the “show-flow” event schedules and assisted with mic’ing up speakers

**George Romero and Pittsburgh: The Early Years Documentary**

Pittsburgh, PA

Producer

January - June 2020

- Organized and filmed about 15 on-location and virtual interviews
- Wrote voiceover and two-column script, as well as transcribed all interviews
- Promoted the premiere of the doc on the George A. Romero Foundation podcast

## **LEADERSHIP AND INVOLVEMENT**

**Steel City Entertainment Networking Entity**, Business Manager

September 2022-Present

- Managed all organization paperwork, budgets, and bank accounts
- Organized events such as student panels, career workshops, and speaker events
- Wrote and presented grant proposals to secure over \$7,500 for event and equipment funding

**Rainbow Alliance**, President

January 2019-April 2023

- Created 50+ promotional materials for various events; [using social media](#), email bursts, campus-wide tv screens, and university networks to promote events
- Wrote and presented grant proposals to secure over \$100,000 for queer events funding
- Networked with other university departments, student organizations, faculty, and Pittsburgh community groups to create relationships for future collaboration and support

**Virginia FCCLA**, Vice President of Membership

September 2014 - April 2019

- Created state-wide membership campaign that helped increase membership by about 10%, surpassing the goal of 8,000 for the 2018-2019 school year
- Created and ran local chapter Instagram and Twitter accounts from 2015-2019
- Competed in competitive events, winning gold medals and first place at the state and national level

## **CERTIFICATIONS**

American Red Cross

- Lifeguarding with CPR/AED for Professional Rescuers and First Aid (valid through June 2025)
- Lifeguard Instructor r.24 (valid through May 2026)

## **REFERENCES**

References available upon request.