

Keagan Vanderberg

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Personal Profile

Currently studying my second year of Media Production at York St Johns University. My interest lies in marketing and content creation with a particular inclination for video advertisement. Through the study of my degree and personal endeavours, I have gained a thorough knowledge of industry etiquette and standard, experience in promotional ventures and quality client interaction and management. I hope to build more experience in order to broaden my knowledge and deepen the skills I've already acquired.

Education

York St John University - Media Production - 2019-2022

Modules of relevance

- Applied Production Skills – Produced a variety of content covering a multitude of different industry avenues from photography to social media content.
- Screen Production – Created two pieces of content with one being a promotional guide of York and the other, a documentary tackling gender identity which was submitted to the RTS Awards.
- Storytelling – Worked with a real client to actualise video content for their brand.
- Story to Script – Produced a script equivalent to a 10-minute short film along with a research dossier that demonstrated the development of my script.
- Documentary Studies – Devised a critical analysis of a TV series based on its ethics, intention and presentation.

Tadcaster Grammar Sixth Form – A-levels – 2016-2018

- Media Studies (B)
- Business (C)
- English Language and Literature (C)

Tadcaster Grammar School – GCSEs – 2014-2016

- Achieved 10 GCSEs (A*- C) Including Maths, English and Business.

Professional Experience

Taco Bell – Shift Leader – 2019 – Present

- Demonstrating great leadership skills by managing both employees and customers.
- Conflict resolution was a large part of the responsibilities, having to communicate with customers who may have been agitated and coming to a mutual resolution.
- Handling admin including all money coming into the store as well as ordering thousands of pounds of stock each week.
- Acquired the ability to present myself professionally in a work environment.

Bassmentality Promotional Video – 2020

- Created a promotional video for a live Bassmentality event at the York nightclub Mansion in association with 2 other students that's available to view on their Facebook page: shorturl.at/fhLOT
- Lead cinematographer for the shoot, dictated the shot-list and coordinated the 2 other videographers throughout the night.
- Worked in extremely tight, confined and dark space forcing me to be creative in the way I shot and ensured I worked smartly and safely in the environment.

Student Short Film – 2019

- Was apart of a short student horror film in which I acted as the AD, cooperating with the director in order to make the vision into reality.
- Worked effectively as part of a team, organising schedules and communicating with the other members to effectively produce the film.
- Gained real world knowledge of the workings of a film set.

Further Experience

21 High Street Bar – 2017-2018

- Ran the Facebook page for the bar as well as working face to face with customers demonstrating excellent customer service.

I am proficient in most Microsoft programmes including Excel, PowerPoint and Word. I have extensive knowledge of major social media including and not limited to Facebook, Twitter, Instagram, Snapchat, Reddit and Pinterest.

References available upon request