

Kyle Odefey

Content Storyteller & Filmmaker



Email for More Info



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Profile

I'm a storytelling professional known for technical aptitude, imagination, and a highly developed understanding of narrative. I design community-driven content through aesthetic visual awareness, excellent verbal and written communication, and focused project coordination.

Areas of Focus

- End-to-End Video Production
- Marketing Strategy
- Graphic Design
- UX Design
- Brand Development
- Content Writing
- Post-Production Editing
- Voiceover Production
- Photography

Education

University of Lincoln
MA, Film Production
Lincoln School of Film & Media
October 2021 - September 2022

Minnesota State University Moorhead
BA, Film Production
School of Media Arts & Design
August 2017 - May 2021

Links

- Film & Media Showcase
- Festival Awards & Screenings
- Vimeo
- YouTube
- Instagram
- FilmFreeway

Work Experience

Content Producer

March 2022 - Present

Russell Ave LTD | Lincoln, UK

I promote, strategise, and develop creative content for clients across greater Lincolnshire, using social media platforms and internal communications to provide sales-driven results. I also perform general outreach for the Russell Ave brand and communicate with clients to ensure project satisfaction. Media created for Russell Ave includes short promotional videos, one-sheet flyers, branding guides, and company culture media.

Marketing Strategist

August 2021 - March 2022

Be More Colorful LLC | Fargo ND, USA

I led marketing, sales, and branding strategy for Be More Colorful and the educational platform CareerViewXR, used across the United States. I created internal client-facing documents and managed CRM software with an emphasis on copy writing and consumer engagement. Prior to my hiring, I served as a video/photo intern from January to August 2021.

Production Assistant

July 2020 - May 2021

WDAY-ABC News | Fargo ND, USA

I designed various full-page graphics in Adobe CC for evening newscasts and series under the WDAY banner (Sports Sunday). I worked directly with team members to deliver high-quality broadcasts on weekdays and weekends while operating audio, video, and graphic interfaces.

Video Production Intern

June 2020 - July 2020

In-House Advertising & Consulting | Fargo ND, USA

I conceptualized and shot client-based commercials and advertisements for social media and television. Companies worked with include Turf Tamers LLC, Spicy Pie, Labby's Bar & Grill, and Robert Gibb & Sons. My work led to collaborations between other interns to design social media content strategies for various companies in the agency.

Studio Production Intern

June 2019 - August 2019

Bolton & Menk, Inc. | Mankato MN, USA

I helped develop internal corporate newsletters (both through video promotions and in copywriting) with other team members. I traveled statewide to conduct interviews, assist in video shoots, and perform metadata collection. My work combined motion graphics with traditional content creation by using various Adobe Products to complete tasks.

Skills

Premiere Pro	100%	Office 365	100%
After Effects	75%	Google Workspace	100%
Photoshop	85%	Hubspot CRM	70%
Illustrator	90%	Meta Business Suite	80%
Audition	85%		
Lightroom	90%		