

# ALYSHA BECK

Videographer. Photographer. Storyteller.

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Portfolio: [www.abeckcreative.com](http://www.abeckcreative.com)

## Summary

I specialize in video production centered around powerful storytelling that connects with people. From my decade of professional experience producing multimedia stories, I have developed a unique vision and approach to creating engaging video content for agencies, newspapers, nonprofits and educational institutions. I've worked with a wide variety of clients and am comfortable in all stages of the production process from writing scripts to filming and editing.

## Experience

### MULTIMEDIA SPECIALIST | NOVEMBER 2019-PRESENT

*University of California, Davis, California*

- Produce video content for the UC Davis flagship website, social media channels with 800K followers, and marketing campaigns as part of the visual team in the Department of Strategic Communications, Office of the Chancellor and Provost
- Manage two studios used for video recordings, livestreams and monthly podcasts

### MULTIMEDIA SPECIALIST | JULY 2017-NOVEMBER 2019

*SSMO Ministries Corporation, Beaverton, Oregon*

- Filmed and edited video content and created motion graphics for Valley Catholic School, Maryville nursing home and the SSMO Foundation
- Produced video features for the Light a Fire fundraising appeals, which raised more than \$100,000 for tuition assistance at Valley Catholic School

### VIDEO PRODUCER | JULY 2015-JUNE 2017

*Ranch House Designs, Houston, Texas*

- Managed the Ranch House Films video department, which was responsible for producing \$110,000 in client and in-house video projects annually
- Scripted, shot and edited branded video content to clients' satisfaction for online marketing campaigns and television advertising
- Organized all pre-production logistics, including obtaining release forms, planning travel, managing budgets and conducting client research

PRIOR TO 2015 — *The World newspaper, A Beck Photography*

## Education

### BACHELOR OF SCIENCE, JOURNALISM | 2008-2012

*University of Oregon, Eugene, Oregon*

Minor: Multimedia

### CAREER DEVELOPMENT

- 2022, 2023 UC Video Producers Conference presenter
- 2018 Adobe MAX conference
- 2016 MediaStorm workshop
- 2014 Mountain Workshops

## Certifications & Skills

FAA-certified drone pilot since 2016

Video expertise: Digital cinema and mirrorless cameras, color grading, motion graphics, narrative storytelling, livestream video production

Photo expertise: Features, sports, news, portraits, studio lighting

Editing software: Adobe Premiere, After Effects, Audition, Photoshop, Lightroom

## Awards

### Gold Telly Awards | May 2024

"Chicago Cafe" and "Marine Science Student Researchers" – UC Davis

### Ragan Video Award | January 2024

"Chancellor Gary S. May Celebrates Five Years Leading UC Davis" — UC Davis

### CASE Award | June 2023

"From Our UC Davis Table" — UC Davis

### Gold Telly Award | May 2019

"Light a Fire" — SSMO Foundation

## References

Will gladly provide personal and professional references on request.