

# Susan McCann

Digital media professional with managerial experience in marketing, post-production, social media, and design looking to utilize skills in a project management role in higher education.

## Contact

### Address

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### Website

www.smccannart.com/portfolio

### LinkedIn

linkedin.com/in/susan-m-mccann

## Skills

Adobe Creative Cloud

Drupal

Banner

Canva

MailChimp, Constant Contact

Word Press

Google Analytics

Facebook Insights

## Professional Experience

2023-05 –  
Current

### Manager, Visual Media Operations

*Tulane University, Communications & Marketing, New Orleans, LA*

- Oversee the development and implementation of visual media operational strategies for UCM.
- Manage multiple projects across UCM content strategy teams – design, media relations, publications, social media.
- Supervise a team of visual media specialists, including photographers, videographers, and designers.
- Drive the digital asset infrastructure and workflow for campus-wide communications and marketing efforts.
- Collaborate with other university departments, including admissions, athletics, and academic departments, to ensure consistent visual media branding and messaging.
- Execute software/equipment procurement for visual content strategy team within budgetary constraints.
- Manage relationships with external vendors and contractors who provide visual media services to the university.
- Liaise with Tulane General Counsel on legal contract policies and guidelines for visual content usage.

2020-01 –  
2023-04

### Digital Resources Coordinator

*Tulane University, Communications & Marketing, New Orleans, LA*

- Manage ResourceSpace, Tulane's digital asset management system, and UCM Box Cloud storage organization.
- Archive, organize, and disseminate creative content for the use of campus-wide communications and marketing efforts.
- Collaborate with the Tulane's publications and PR teams to provide appropriate artwork and photography.
- Create process documents and provide training for the DAMS stakeholders.
- Oversee technical maintenance of ResourceSpace, Archive servers, and Box cloud storage, and liaise with the IT Department and RS support.

2017-06 –  
2020-01

### Art Gallery Director/Owner

*BrickRed Gallery, New Orleans, LA*

- Designed and maintained the gallery website and social media activity; designed all promotional materials.
- Created press releases and other written communications for art exhibitions.
- Scheduled and facilitated all events, promotions, artwork deliveries, and installation of art exhibitions.
- Created and edited artwork and exhibit documentation for artists using photography and video.

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## Certifications

Meta Certified Digital Marketing Associate, Meta, 2021

Content Marketing, Hubspot Academy, 2022

SEO, Hubspot Academy, 2021

Google Ads Search Certification, Google 2021

Google Analytics Individual Qualification, Google 2021

Human Research, CITI Program, 2022

2005-02 –  
2015-02

## Post-Production Supervisor

*True Entertainment (now Truly Original), New York City, NY*

- Supervised post-production and final delivery of over 400 episodes of television for various broadcast networks while successfully meeting budgetary goals and strict deadlines.
- Devised and maintained efficient workflows of media acquisition and distribution, audio and visual editing, network deliveries, and in-house graphic design.
- Authored technical manuals for workflows for in-house use.
- Trained and supervised large teams of post-production coordinators, editors, and assistant editors.
- Digitized and edited photographs, video footage, audio, and other media per network specifications.

## Projects

2022-01 –  
2022-05

### STAIR NOLA

Created a comprehensive digital marketing strategy and design element package for a local non-profit supporting literacy in completion of SoPA certificate.

2019-08 –  
2019-12

### Tulane University Department of History

Completed a website redesign for the departmental homepage, with updates to course curriculum and requirements pages, using Drupal in collaboration with SLA web designer.

## Education

2020-12 –  
2022-05

### Professional Certificate in Public Relations, Digital Media & Marketing Communications

*Tulane University SoPA - New Orleans, Louisiana*

2001-08 –  
2003-05

### Master of Fine Arts: Multimedia

*Mississippi State University - Starkville, Mississippi*

1993-08 –  
1996-05

### Bachelor of Arts: Fine Arts

*Belhaven University - Jackson, Mississippi*