

ALISA OGANISIAN

Creative Producer • Content Strategist • Social Media Specialist

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SUMMARY

Creative Producer with 5+ years of experience in content production, digital marketing, video direction, and social media strategy across fashion, lifestyle, and creative industries. Skilled in producing high-performing TikTok and Instagram Reels, leading cross-functional teams, and driving measurable brand growth. Strong background in creative direction, storytelling, and data-driven content optimization.

WORK EXPERIENCE

Creative Producer, Dzul Ink Lounge, Seattle, WA 2025 – Present

- Generated 1.09M+ video views in 90 days with only ~10% ad spend.
- Increased organic reach to 156K+ accounts through optimized Reels/TikTok content.
- Produced and edited high-performing short-form videos (Reels/TikTok).
- Managed content calendar, analytics (Meta Insights), and publishing workflow.
- Collaborated with director and artists on brand-aligned visual storytelling.

2021 – 2023

Creative Producer, HOWE, Almaty, Kazakhstan

- Produced brand campaign with 500K+ views and improved conversions by 30%.
- Created digital content strengthening brand identity across platforms.
- Developed creative concepts for lookbooks, product shoots, and campaigns.
- Managed full production cycle: pre-production, filming, editing, scheduling.

2023 – 2025

Creative Producer, “To Bee” Agency

- Organized and produced full-cycle brand shoots, managing planning, logistics, crew, and on-set execution.
- Coordinated creative concepts, moodboards, locations, and client approvals to deliver high-quality visual content.

EDUCATION

Bachelor of Creative Production 2019 - 2023
Russian Institute of Arts

Certificate Marketing & Visual Communication 2023-2024
Università Bocconi

TECHNICAL SKILLS

- **Content Production:** Video Production, Short-Form Video Editing, Storytelling, Photo Direction, Creative Concepting
- **Editing Tools:** Adobe Premiere Pro, CapCut, Canva
- **Social Media Platforms:** Instagram, TikTok, YouTube, Pinterest
- **Analytics Tools:** Meta Business Suite, Performance Tracking, Google Analytics
- **Project Management:** Notion, Asana, Content Calendar Management
- **AI Tools:** Kling AI, Runway ML, Pika Labs, Midjourney, AI Video Generation, AI Image Enhancement, AI Motion Tools