



# Kyle Odefey

Content Storyteller & Filmmaker

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 Request via email

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I am an award-winning storytelling professional known for technical aptitude, inspiring imagination, and a highly developed understanding of narrative for all content types. I produce excellent community-driven content that evokes detailed aesthetic awareness, strong verbal and written communication, and superb audience-engaging results.

## Areas of Experience

**Media Production**  
**Marketing Strategy**  
**Graphic Design**  
**UX Design**  
**Brand Development**  
**Content Writing**  
**Post-Production Editing**  
**Photography**  
**Voiceover Production**

## Education

**University of Lincoln**  
MA, Film Production (2:1)  
Lincoln School of Film & Media  
October 2021 - September 2022

**Minnesota State University Moorhead**  
BA, Film Production (3.67 GPA)  
School of Media Arts & Design  
August 2017 - May 2021

## Software Proficiency

**Video & Audio:** Premiere Pro, DaVinci Resolve Studio, FCP, Audition, After Effects, Media Encoder, Blender

**Design:** Illustrator, Photoshop, Lightroom, InDesign, XD, Acrobat

**Marketing:** HubSpot CRM, Monday.com, Trello, Notion, Meta Business Suite, Office 365, Google Workspace, Ascend by Wix

## 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 | Lincoln, UK (Remote)

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 Studios | 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 Studios | 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.

## Links

Film & Media Showcase

Festival Awards/Screenings

Production CV/Resume

Instagram

Vimeo

FilmFreeway