

# MARILYN MCNEAL

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## HIGHLIGHTS

- I enjoy studying storycraft and applying it to all forms of messaging.
- I'm comfortable in front of the camera / microphone and can adapt to a wide range of styles.
- I'm easy to work with and great at receiving direction.

## STORYTELLING & CONTENT CREATION

- Insightful writer: skilled at creating sticky headlines, captions, ad copy, and articles.
- Experienced with video & audio storytelling, including
  - conducting research, ideation, scripting
  - recording & editing audio from any source; mixing & mastering
  - recording mobile phone video & editing video from any source; color grading
  - publishing to social and other content distribution platforms

## SOCIAL MEDIA MARKETING, WEBSITE CONTENT PRODUCTION

- Experience cultivating social media and email-based communities and gaining insights from analytics.
- Continuously studying social media tools, trends, and cultural shifts.
- WordPress + Divi Builder champ: I enjoy updating website content to keep things current and relevant.
- Comfortable being on a team, familiar with campaigns, initiatives, deadlines & content calendars.

## PODCAST PRODUCER

- Strong interviewing skills - able to create a relaxed, supportive space for guests to share their story.
- Experienced podcast editor who uses craft & technical skill to develop, edit and produce great stories.
- Produced 31 episodes of my own podcasts: Work Life 24, Ear Medicine and Just Some Thought.
- Researched, scheduled, recorded, interviewed & mixed 22 episodes for a national nonprofit's podcast.

## EXPERTISE

digital storytelling, short form content production, video production, video editing, writing, content management, davinci resolve, adobe premiere, capcut, audio editing, adobe audition, ableton live, social media platform strategy, instagram, facebook, tiktok, podcast interviewing, streamyard, descript, auphonic, libsyn, brand development, digital culture, social media trends, wordpress, midjourney, chatgpt, claude, perplexity, notebookLM.

## WORK EXPERIENCE

2017 - Present	Creative Lead, Brand Strategist	Chantmagick / WL24	Vallejo, CA
2022 - 2024	Associate Content Creator	Multiplying Good	Remote
2005 - 2022	Instructor	Bay Area Video Coalition (BAVC)	San Francisco, CA
2017 - 2021	Instructor	UC Berkeley Art Studio	Berkeley, CA
2017 - 2020	Instructor	Center for Accessible Technology	Berkeley, CA
2004 - 2020	Adjunct Faculty	City College of San Francisco	San Francisco, CA

## EDUCATION

Independent Film School, Virtual 2024

M.A. Media Studies, Department of Communication, New School University, New York, NY

B.A. English Literature / Latin, Cum Laude, University Scholar, University of Pittsburgh, Pgh, PA