

# Lexi Croft

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## Education

**University of South Carolina  
Columbia, SC / May 2024**

Bachelor of Arts in Journalism  
and Mass Communications

Minor in Media Arts and  
Business Administration

## Awards

- Winner of the Gold Animation Award at the Association for Education in Journalism and Mass Communications' VisCom Division's Visual and Interactive Media festival
- Nominated for American Advertising Federation Awards in content creation.

## Skills

- Adobe Creative Cloud (Photoshop, Lightroom, After Effects, Premiere, Indesign, Illustrator)
- DSLR and Mirrorless Cameras
- Lighting Studio
- UI/UX Design
- Motion Design
- Brand Design
- Videography
- Video Editing
- Spanish (moderate)

## Experience

### Post Production Student Associate

The Sphere / 2023 - 2024

- Participate in post production and visual effects reviews for *Postcard from Earth*, including reviews with the editor and director.
- Metadata wrangling (*Postcard from Earth*, *Exosphere*) including compiling and managing set notes, coordinating metadata information with capture, production, and data IO, managing metadata in airtable, and creating required tokens for footage ingest.
- Project tracking on *Exosphere* projects.

### Photographer

Freelance / 2020 - Present

- Work with a range of clients (e.g., individuals, groups, organizations).
- Develop rapport and open communication with clients to plan and execute photo shoots catered to a variety of occasions and needs.
- Capture, edit, and manage images for events (e.g., charity events, graduations, live concerts, portraits, formals, campaigns, travel).
- Process images in post-production while incorporating customer feedback and creative visions.

### Creative Director

#### Photo Editor

Garnet and Black Magazine / 2022 - 2024

- Manage and supervise the creative departments (style, design, photography, multimedia).
- Design and facilitate trainings to orient staff and strengthen photography, design, and professional skills
- Review and provide feedback on any visuals created.
- Facilitate collaboration between department heads and assist in conflict resolution.
- Create style guides, manage project deadlines, and shape the visual style of the magazine.
- Manage the master document and design the cover for the semi-annually published print magazine.

### Photographer, Digital Media Team

Sandy Hill Camp and Retreat Center / 2021 - 2022

- Coordinate shooting schedules
- Capture and edit images of campers and staff (e.g., adventure activities, team sports, candid, portraits)
- Create and share daily slideshows for campers and parents
- Upload and manage edited photos in SmugMug for purchase