

# MARGARET KURNIAWAN

Portland, OR · margaretkurniawan@gmail.com · (541) 207 5148

[www.margaretkurniawan.com](http://www.margaretkurniawan.com)

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## PROFILE

Dedicated creative director with 8+ years experience in content creation, video production, and social media for businesses and nonprofits. Excels at creating compelling digital media to help organizations promote & create awareness, educate, and reach revenue goals. Work includes collaborations with the Jane Goodall Institute, Abuse Recovery Services, Hillsboro Chamber of Commerce, Northwest Scholastic Press, Safe Families For Children, Mending the Soul, and Project Never Again.

## EDUCATION

**CHAPMAN UNIVERSITY** ORANGE, CA  
MFA Film Production Directing Emphasis, May 2015

**OREGON STATE UNIVERSITY** CORVALLIS, OR  
Bachelors in English, August 2007

## PROFESSIONAL EXPERIENCE

Content Creator & Video Producer

**FREELANCE PORTLAND, OR**

*August 2019–Present*

- Coordinates with client marketing departments to define vision, production, and measurable milestones for 50+ creative projects
- Utilizes brand storytelling to create dynamic video, web graphics, and social media that inspires & engages across all online platforms
- Partners with clients to understand creative, budget, and schedule requirements to ensure client satisfaction of more than 95%
- Manages the entire pre & post video production process, including scriptwriting, color correction, audio mixing, and motion graphics with mastery of the Adobe Creative Suite
- Cultivates an environment of support & collaboration to translate clients' strategic goals and objectives into creative digital marketing solutions

Creative Director

**RETO MEDIA PORTLAND, OR**

*February 2018–August 2019*

- Directed the overall creative process from concept to completion of digital marketing materials, increasing creative projects with businesses, nonprofits, and agencies by 40%
- Produced 100+ hours of original educational video content for nonprofits & outreach organizations to better serve their communities and train volunteers
- Partnered with Portland nonprofits to create compelling video campaigns that raised more than \$150,000 in donations for worthy causes
- Directed all studio & on-site video projects, driving creative direction while coordinating film crews, volunteers, and talent

- Redesigned company website, improved SEO performance, and built a library of blog content resulting in an increase of visitors and monthly traffic

Digital Media Manager

**SKEYE STUDIOS, HILLSBORO OR**

*August 2016–October 2017*

- Translated over 20 clients' strategic goals and objectives into creative video & digital content that both informed, inspired, and celebrated the stories of local communities
- Produced video productions with 50+ volunteers, creating an inclusive, calm, and creative environment that fostered authentic storytelling
- Spearheaded the video & digital content for a local nonprofit fundraising campaign, helping to raise more than a \$800,000 for building renovations, volunteer services, and community outreach
- Developed & wrote creative email & social media campaigns based on customer interactions to improve brand loyalty and awareness
- Managed company content management system & built marketing content calendars, production schedules, and project budgets to ensure effective deliverables on schedule

Video Editor

**CHAPMAN UNIVERSITY PANTHER PRODUCTIONS, ORANGE CA**

*September 2014–June 2016*

- Created and edited educational & promotional video content for Chapman University and Dodge College of Media Arts
- Helped managed and update the official Chapman youtube channel with daily views over 10,000
- Operated camera and sound equipment for live studio recordings, lectures, and events, including the school's annual fundraising event raising over one million dollars for school resources
- Trained new student employees in editing & television set camera work

Administrative Program Assistant

**OREGON STATE UNIVERSITY MEDIA, CORVALLIS OR**

*August 2008–August 2011*

- Managed the facility use, equipment, and crew resources for television and radio productions with over 300 student volunteers
- Overhauled student volunteer training materials to facilitate more effective learning, communication, and retention across departments
- Managed the social media presence of all media departments to increase engagement and interest
- Coordinated facilities & professionals for yearly nonprofit journalism conference with over 1000+ attendees

## AWARDS

**FINALIST**, Portland 48 Hour Film Festival - 2019

**OUTSTANDING DIRECTORIAL ACHIEVEMENT**, Director's Guild of America - 2015

**FIRST CUT SELECTEE**, Oregon Independent Film Festival - 2015

**EXCELLENCE IN DIRECTING**, Women in Film - 2014

**AWARD WINNER**, O.L. Halsell Scholarship - 2013