







VIDEO STORYTELLING SAMPLES

I HAVE SEVEN YEARS OF EXPERIENCE AS A TV JOURNALIST, WRITING, SHOOTING, AND EDITING NEWS STORIES, AND EIGHT YEARS IN CORPORATE MARKETING, CRAFTING VISUAL STORYTELLING THAT CAPTIVATES AUDIENCES, SPARKS EMOTION, AND DRIVES RESULTS.



WEBINARS & CUSTOMER TESTIMONIALS

Leveraging my storytelling and video production expertise, I produced and scripted multiple webinars and testimonials featuring our customers. These sessions showcased their full digital transformation journey and how PTC's solutions drove efficiencies, cost savings, and improved collaboration in engineering and manufacturing. I led both pre- and post-production, ensuring the highest technical quality.



CUSTOMER INSIGHTS - IROBOT



CUSTOMER INSIGHTS – VOLVO CE



MICRO-CONTENT VIDEO STRATEGY

Once on the webpage, click on the CTAs to access Schaeffler videos

I produced over 100 bite-sized capability and solution videos featuring customers and internal SMEs, showcasing how our products drive value and efficiencies. These short, self-serve videos simplify into digestible segments. They highlight tangible benefits, accelerating product adoption, building user confidence, and streamlining the buyer's journey. From pre-production to post-production, I ensured the content was engaging, to the point, and easy to understand.



