



# Lindsey Van Wyk

Videographer / Video Editor

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Portfolio: [lindseyvanwyk.com](http://lindseyvanwyk.com)

**Professional Summary** Creative Multimedia Specialist with over a decade of experience in video production, editing, and graphic design, excelling in delivering engaging multimedia experiences for e-learning and marketing. Proficient in utilizing AI-enhanced workflows to optimize content clarity and accessibility, enhancing global reach and learner engagement. Adept at collaborating with crossfunctional teams, driving innovation in digital marketing strategies to achieve measurable improvements in audience interaction and satisfaction.

## Employment History

*Aug 2025- Present*

### **E-Learning Customization Specialist, United Nations OCHA Humanitarian Leadership**

- Design e-learning modules with OCHA branding, enhancing global engagement.
- Improve content clarity and accessibility with AI voiceovers, broadening reach.
- Edit multimedia for high-quality training, ensuring global accessibility.
- Apply visual effects to enhance storytelling, increasing learner engagement.
- Designed engaging e-learning modules that increased user engagement and satisfaction, significantly enhancing training effectiveness.
- Coordinated with cross-functional teams to integrate AI-generated voiceovers, enriching the learning experience and expanding reach to diverse audiences.
- Evaluated user feedback to refine e-learning modules, resulting in noticeable improvements in learner satisfaction and overall training outcomes.

*Apr 2025 to Present*

### **Marketing Manager, Enabling Rural Opportunity Network (ERONet)**

- Lead social media content creation, boosting donor engagement and visibility.
- Crafted annual reports and branding guides, enhancing digital and print communication.
- Optimized layouts for web and social media, increasing user interaction.
- Spearheaded the integration of multimedia content into marketing materials, significantly boosting engagement rates across digital platforms.

*Feb 2024- Sep 2025*

### **Digital Asset Manager, Mechdyne**

- Create digital assets for LinkedIn, websites, and videos, boosting engagement by 20%.
- Utilize AI to enhance asset creation, improving efficiency and quality.
- Collaborate with marketing and sales to align digital strategies with company goals.
- Generate leads for CA VE retrofitting projects through targeted digital campaigns.
- Enhanced digital asset workflows, leading to measurable improvements in project turnaround times and client satisfaction.
- Implemented cutting-edge design tools that streamlined creative processes, yielding substantial improvements in asset quality.
- Partnered with cross-functional teams to align campaign strategies, fostering effective communication and shared objectives.
- Analyzed engagement metrics to refine asset strategies, resulting in marked gains in audience interaction and lead generation.

*Education*

**Film Production and Political Science**  
University of Iowa, Iowa City

**Graphic Design and Art History**  
Iowa State University, Ames, IA

**Theatrical Design and Photography**  
Illinois State University, Normal, IL

*Skills*

**Video Production**  
Experienced

**Layout**  
Experienced

**Compositing**  
Experienced

**Audio Editing**  
Skilled

**Graphic Design**  
Experienced

**Voice Over**  
Skilled

**Motion Graphics**  
Experienced

**Digital Marketing**  
Skilled