

DANIEL LISCUM

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[LinkedIn](#) • [Portfolio](#)

EXPERIENCE

Videography Lead, NECC

Hybrid; Mansfield, MA

October 2025 – Present

Edit video assets for social platforms using Adobe Premiere Pro reaching 15,000 unique impressions across Instagram and X • Supervise and mentor video editing staff and student workers • Conceptualize and animate motion graphics in Adobe After Effects & Illustrator for promotional content • Capture both photo and video content utilizing Sony DSLR cameras for over 30 different universities.

Videographer/Editor, Gen.G Esports; MENA Division

Hybrid; Riyadh, Saudi Arabia

June 2025 – August 2025

Edit video assets for social platforms using Adobe Premiere Pro • Ideate and implement a content schedule featuring over a dozen video and graphic assets that contribute to an overall campaign that resulted in over 50 student sign-ups • Communicate and schedule around global team in different time zones using Google Calendars and Microsoft Outlook • Script, Plan and Capture 4k video interviews utilizing Sony DSLR Cameras.

Video Editor & Graphic Designer, Advance Local; PennLive

Remote

October 2025 – Present

Edit video assets using Adobe Premiere Pro resulting in 200,000+ unique impressions across Instagram and Facebook • Create and implement sport-specific social media overlays utilizing Adobe Photoshop and Canva for social media videos • Adhere to brand guidelines & NDA regulations.

Marketing Intern, Center for Career and Academic Planning

Rochester, NY

September 2023 – May 2024

Manage social media platforms including Instagram and Facebook • Schedule and Plan content utilizing Hootsuite • Plan, script, set-up and film content for Social Media campaigns utilizing Adobe Premiere Pro and Mirrorless Cameras • Analyze engagement data on email and social media campaigns.

EDUCATION

S.I. Newhouse School of Public Communications; Syracuse University

2025

Master of Arts; Television, Radio, and Film

St. John Fisher University – Rochester, NY

2020 – 2024

Bachelor of Arts; Media & Communication, Psychology

Presidential Scholarship

SKILLS

- Visual Design: Adobe After Effects, Premiere Pro, Audition, Lightroom, Photoshop, Illustrator, InDesign, Canva, DaVinci Resolve, Blender, Avid Media Composer & Sony Vegas Pro
- Sony A1, A7 SIII, A7 IV, FX6, FX9, Venice, Burano, Canon EOS 5D Mark IV, C70, C200
- Microsoft Word, Excel, PowerPoint, Teams
- Google Docs, Sheets, Slides, Forms

CERTIFICATIONS

Avid Certified | Media Composer Specialist

April 2025

Hootsuite Platform Certification

October 2023

Social Media Marketing Certification

November 2023

