

Lena Camille Otolora

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www.blackboston.org

Dedicated to telling the stories that aren't always made visible.

Education

Boston University; Boston, Massachusetts

January 2017 - May 2020

Graduated Cum Laude from the College of Communications, receiving a BS in Film & Television with a minor in Comparative Literature from the College of Arts and Sciences.

Skills

Microsoft Office Suite, Google Suite, Keynote, Avid Media Composer, Adobe Premiere, Adobe Lightroom, Adobe Photoshop, Adobe Audition, Final Cut X, Technical Writing, Editorial Writing, Associated Press, Chicago, MLA Styles, Producing, Line Producing, WordPress, Content Management, Content Management Systems, CMS, Project Management, Newsgathering, Digital Photography, Marketing Strategy, Copywriting, Copyediting, Digital Marketing, Research, Archival Research, Transcription, Basic Cinematography, Video Production, Stage/Film Directing, Multimedia Design, Set Design, Canva, Hootsuite, MailChimp, Social Media Platforms and Engagement.

Experience

Black Boston; Boston, Massachusetts; remote — *Director of Marketing & Communications; Lead writer*

October 2020 - Present

Oversees all of Black Boston's media accounts and the creation of creative deliverables in addition to aligning all of the organization's outward-facing communication. This includes pitching and producing media campaigns, marketing events, engaging our community, and writing and editing copy and editorial content whilst managing all MarComm projects and team member duties.

Boston University, School of Law; Boston, Massachusetts — *Editorial & Marketing Assistant*

September 2019 – May 2020

Strengthened the Marketing & Communications team by producing, capturing, and editing video, photo, and editorial content to be featured on BU School of Law's [website and social media](#), including an upcoming [video](#) featuring the Associate Dean of Equity, Justice, and Engagement. Supported the maintenance of the BU School of Law website in addition to reviewing website copy and editorial content.

The Lewkk Collective; Los Angeles, CA; Boston, Massachusetts — *Creative Producer, Digital Content*

September 2019 – Present

Collaborated creatively in preparation for [The Lewkk](#)'s Fall 2019 "Chrysalis" and Spring 2020 "Celeste" fashion shows by devising theme and experience, and assembling head-to-toe looks for models. Conceived digital content, fundraising, and marketing campaigns.

Gotlieb Archival Research Center, Boston University; Boston, Massachusetts — *Office Assistant*

September 2019 – May 2020

Acted as one of the front-facing faces or voices of the Archives in addition to coordinating office and archival materials, hosting events, assisting researchers and archivists, and tracking office needs.

Hill Holliday marketing agency; Boston, Massachusetts — *Integrated Production Intern*

June 2019 - August 2019

Supported Hill Holliday's in-house production team, Brigade, in all phases of production and post-production in the department. Worked with a cross-functional team to win [the internship pitch project](#), where the assigned brand was Shake Shack; bolstered media research, management, and strategy, and lead all media production. Produced, wrote, and edited the brand essence video for the pitch presentation. Furthermore, took on all responsibilities of the two Assistant Video Editor positions during the last few weeks of additional time at Hill.

ÉCU The European Independent Film Festival; Paris, France — *Marketing & Media Intern*

January 2019 - April 2019

Collaborated with the artistic director and festival coordinators to plan and execute the festival through a multitude of cross-functional tasks; including team management, script coverage, producing editorial materials, previewing film submissions, leading marketing efforts, and various additional administrative and creative duties. The festival is dedicated to the discovery and promotion of the best independent film-making talents from Europe and beyond.

PBS Distribution; Boston, Massachusetts — *PBS International Intern*

September 2018 – December 2018

Aided the International Sales and Marketing team in activities including: the management of client communication, delivery of broadcast materials, production of marketing materials, contract administration, web material creation, and media and database management.

WGBH Public Broadcasting; Boston, Massachusetts — *Television Production Intern*

September 2018 – December 2018

Supported the 2020 Governors' Award winning WGBH live television program *Basic Black* throughout various phases of the production process including general production, research, content development, and guest relations. Aided in retrieving field content for the show through additional perspective interviews by attending events such as Harvard's WEB DuBois Medal ceremony. Additionally, brought to life the episode ["Mental Health & College Students."](#) through proposal and research.

Spot Creative digital content agency; New York, New York — *Digital Content Intern*

Summer 2018

Edited digital content weekly with Adobe Premiere for social media, reels, and promotional purposes; conducted digital marketing research, managed production equipment, and performed as a Production Assistant on shoots, along with other administrative tasks.

The 98 Project Collective; Boston, Massachusetts — *Artist, Associate Coordinator*

January 2018 - present

Performing as an innovator, photographer, featured artist, and associate to the head curator of [the 98 Project](#), an international arts collective, organizing gallery events globally from Boston to Paris.

Black Lounge Film Series; Miami, Florida — *Coordinator*

Summer 2018 – Fall 2018

Brought the best of global Black diasporic independent films to Miami through screenings and events featuring filmmakers and artists like Andrew Dosunmu and Terence Nance by facilitating partnerships with organizations, sponsors, and distributors, coordinating events, and by producing and editing marketing and editorial materials.

Acknowledgments and Organizations

Charcoal Magazine; Boston, MA — *Writer, Videographer/Photographer*

Spring 2018 - Present

[Charcoal](#) is a bi-annual, student-run arts publication based in Boston, Massachusetts dedicated to celebrating student artists of color. Collaborated with the Charcoal Executive Board to produce on-theme editorial and media content for print, social media, and web production.

Off the Cuff Magazine; Boston, MA — *Stylist*

January 2018 – March 2020

Duties included working closely with [Off the Cuff](#) magazine's Creative Directors to create head-to-toe conceptual looks, attending model fittings, photo shoots, and staff meetings.

New York University STEINHARDT IMPACT Program; New York, New York

Summer 2013.

Interactive Multimedia Performing Arts Collaborative Technology (IMPACT) Program and conference participant.

Languages

English – native language

French – intermediate

Spanish – intermediate