**Micah Greenberg**

micahgbrg@gmail.com | (440) 637‑6124 | micahgbrg.com | linkedin.com/in/micahgbrg

**experience**

**Beats by Dre |** *Consumer Behavior & Market Analysis Extern |* Syracuse, NY May 2023 - Present

* Analyzed a large dataset of 4.5K rows on consumer preferences for wireless speakers, identifying key trends.
* Collected diverse consumer data using ManyChat and Google Forms to understand purchasing behavior in the wireless speaker market.
* Presented data analysis findings using graphs, customer journey maps, and dashboards for informed decision-making.

**Otto Tunes |** *Director of Public Relations |* Syracuse, NY May 2023 – January 2025

* Leveraged music production, licensing, and marketing expertise to launch a 7-track A Cappella album, capturing over 3,000 unique listeners across streaming platforms
* Boosted Meta engagement by over 100%, expanded account reach by over 2,000%, and doubled followers
* Captured photos, created unique videos and graphics to post to social media audiences on Instagram, TikTok, YouTube, and Facebook totaling more than 25,000 followers, 6 million viewers, and multiple viral posts
* Orchestrated two fundraising campaigns totaling over $35,000 dollars raised for the Testicular Cancer Foundation
* Collaborated with major brands to create original branded content for audiences of more than 125,000 followers

**Syracuse University Hendricks Chapel |** *Communications Associate |* Syracuse, NY August 2023 - January 2025

* Cultivated social media strategy resulting in a 5% higher engagement rate and stronger campus identity
* Created social media assets, video moments, and informative documentaries for Instagram, Facebook, and YouTube to increase student and community engagement
* Developed artificial intelligence-powered tools using OpenAI custom GPTs to understand brand image and generate marketing campaigns, radio advertising spots and press releases

**Dynamic Sustainability Lab |** *Video Editor |* Syracuse, NY January 2023 - May 2024

* Edited with Adobe Premiere Pro, After Effects, and Audition to create short documentaries highlighting research
* Produced high-quality video content for on- and off-campus environments, ensuring engaging visuals and clear audio for a live audience of over 100 sustainability professionals
* Logged over 10 hours of interview and B-roll footage and sorted clips based on content, composition, and usability

**Chagrin Documentary Film Festival |** *Programming/Marketing Intern |* Chagrin Falls, OH Summer 2023

* Developed creative design for all festival social media kits and print materials in Adobe Illustrator and Photoshop
* Entered data for over 80 films to populate pages for in-person and virtual streaming events
* Corresponded with filmmakers from 15 countries to collect promotional materials including headshots, stills, and trailers
* Designed marketing plans for numerous events and assisted in the execution of a 5-day film festival

**Chagrin Documentary Film Festival |** *Programming/Operations Intern |* Chagrin Falls, OH Summer 2022

* Streamlined film festival processes by applying modern cloud-based improvements to festival processes, including moving all festival program planning and film inventory from Microsoft Office to Google Suite
* Scheduled entire 5-day festival, organizing over 90 films while accounting for historical and expected attendance data
* Photographed various promotional fundraiser events and provided support to other volunteers, sponsors, and patrons

**Kenston High School Bomber Media |** *Student Journalist and Chief Editor |* Bainbridge, OH August 2021 - May 2022

* Oversaw, trained and assisted 15 other student journalists to optimize production and quality of work
* Wrote daily social media descriptions for others’ news stories and specialized each for Instagram, Twitter, and Facebook
* Produced, starred in, and edited a monthly television recap broadcast titled "The Rundown"

**skills**

Microsoft: Excel, Word, PowerPoint, Access, Project; Adobe Premiere Pro, Photoshop, Audition, Illustrator, After Effects, InDesign; WiX; WordPress; Runway; Midjourney; Davinci Resolve; Final Cut; Python; Google Suite; Social media; Meta Business Suite; Instagram; TikTok; Facebook; YouTube; Sprout Social; Tableau; ManyChat

Spanish (professional, ACTFL Certified), Portuguese (Beginner)

**education**

**Syracuse University -** S.I. Newhouse School of Public Communications Syracuse, NY

Bachelor of Science: Television, Radio, and Film May 2026

Bachelor of Science: Information Management and Technology

* Dean's List - Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Success Scholar, Study Abroad - London