

Amira Borders

New York, NY | 503.488.0451 | amiraborders3@gmail.com | [LinkedIn](#)

EXPERIENCE

SOCIAL VIDEO PRODUCER

New York, NY

Associated Press

Jan 2023 – Present

- Successfully led content strategy for AP Entertainment's social media channels.
- Increased AP Entertainment's Instagram followers by 650% from 4,000 to 30,000.
- Launched and grew AP Entertainment's TikTok account to 65,000 followers in 5 months.
- Selected as one of 80 out of 369 applicants to cover the 2024 Olympics in Paris.

VIDEO PRODUCER

New York, NY

HollywoodLife

Jun 2021 – Dec 2022

- Consistently generated 15-20 monthly videos for HollywoodLife's YouTube channel, elevating viewership by 1.3 million views.
- Conducted celebrity interviews and secured exclusive red carpet conversations at esteemed events including the MTV Video Music Awards, National Board Review, Tony Awards, and others.

ASSOCIATE PRODUCER

New York, NY

The Recount

Oct 2020 – Jun 2021

- Curated 10-15 daily clips of impactful political moments for the company's mobile app and Twitter, generating millions of views, and crafted visually engaging feature pieces for social media platforms (Twitter, Instagram, and Facebook).

ASSISTANT PRODUCER

New York, NY

The Recount

Dec 2019 – Oct 2020

- Collaboratively contributed to the development and upkeep of assets such as video elements, graphics, and lower thirds.

FREELANCE PRODUCTION ASSISTANT

New York, NY

Various Companies

Jul 2019 – Nov 2019

- Efficiently supported directors and producers by managing errands and guest check-ins, and seamlessly facilitated communication within the crew and cast.

EDUCATION

University of Oregon

Eugene, OR

Bachelor of Science (B.S.)

June 2019

Major: **Journalism and Communication** | Minor: **Business Administration** GPA: **3.24**

EXTRACURRICULAR ACTIVITIES

- *Women of Color Coalition*, Member
- *Daily Emerald*, Arts & Culture Reporter/Anchor
- *KWVA Eugene 88.1 FM*, Host & Producer
- *Duck TV*, Reporter

ADDITIONAL INFORMATION

Skills: Adobe Premiere Pro | Adobe Photoshop | Canva | Asana | PowerPoint | Excel | Social Media Strategy | Reporting | Interpersonal and Communication Skills | Problem Solving

Interests: Hip-Hop/R&B Music | Fall Fashion | Content Creation | International Travel | The Sims 4 | Podcasts