

Alaina Halbleib

Multimedia Content Producer

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Please visit
alainahalbleib.com
or scan for my
digital portfolio!



EDUCATION

Point Park University

Master of Arts in PR, Advertising, and Social Media, Social Media Concentration

Expected: May 2027

Online Program | GPA: 4.0

Point Park University

Bachelor of Arts in Multimedia Production, Minor in Screenwriting

Earned: May 2026

Point Park University Honors Program | Alpha Chi Honors Society | Women In Film & Media | Dean's List (Fall 2023-Spring 2026) | GPA: 3.9

MEDIA EXPERIENCE

Freelance

Production Assistant

Jul. 2025 – Present

- Provide hands-on support for commercial and documentary sets to maintain efficiency in fast-paced production environment
- Create pre-production documents, manage equipment, prepare wardrobe, execute runs, and stand-in for set ups throughout

U-View Television, Point Park University, Pittsburgh, PA

Social Media Coordinator (@uviewtelevision)

Jul. 2025 – May 2026

- Executed detailed strategy for student TV station on Instagram, Facebook, and TikTok while delegating to Assistant Coordinator
- Drove 50K monthly views and 26% follower growth over 2 semesters while fostering engagement through community management
- Produced 75+ graphics, photos, and videos in Adobe Premiere Pro and Canva, executing content calendar

Television Producer – “Late Night S’News”

Sep. 2024 – May 2026

- Produced 5-6 sketch/satire comedy episodes each semester while executing director roles including directing first ever live show
- Organized schedule and led meetings while managing team of 15+ crew members, talent, and writers
- Edited episodes and graphics in Adobe Premiere Pro and After Effects, including original packaged graphic templates

Crew Member – “NewsNight,” “Daybreak”

Aug. 2023 – May 2026

- Operated broadcast studio and control room equipment including switcher, cameras, teleprompter, KiPro, and audio board
- Researched and wrote hard and soft international, national, and local news reports and delivered them on camera

Television Producer – Live NFL Draft Show

Jan. 2026 – Apr. 2026

- Produced four-hour live NFL Draft broadcast by creating rundown, conducting student outreach, and floor directing day-of
- Designed custom brand guide to create animated graphics in Adobe After Effects

Social Media Manager – “Late Night S’News” (@latenightsnews)

Sep. 2023 – Apr. 2025

- Led development of social media, visuals, and brand voice for new late night comedy show
- Produced weekly Instagram and TikTok content to promote meetings, preview episodes, and participate in trends with Adobe Premiere Pro, Canva, and in-app editing tools

Point Park University, Pittsburgh, PA

Marketing & PR Coordinator (@pointparkhso)

Jun. 2025 – May 2026

- Designed and wrote copy for social media and promotional materials advertising the Point Park University Honors Program
- Produced social media posts, flyers, posters, and pamphlets utilizing Canva, CapCut, and Adobe Premiere Pro
- Executed Honors Organization monthly event coordination and promotion with fellow board members

Point Park University, Pittsburgh, PA

Producer of Marketing and Distribution (@allinfillofficial)

Mar. 2025 – Dec. 2025

- Developed, designed, and launched cross-platform digital campaign for “All In” student short film
- Drove donations to IndieGoGo campaign to hit 103% of goal in 2 months: the highest funding of any film in the course
- Produced content based on content calendar to update supporters, promote the film, and provide inside looks into production

Brunner, Pittsburgh, PA

Video Production and Producing Intern (@brunnerworks)

Jun. 2025 – Aug. 2025

- Supported advertising agency producers in day-to-day business processes and client projects
- Created behind-the-scenes content in collaboration with other agency creatives, two published to the official company Instagram
- Spearheaded OneDrive reorganization and tracked 100+ internal production drives to optimize organization and asset gathering

Point Park University, Pittsburgh, PA

Social Media Manager – “The Globe” (@ppuglobe)

Sep. 2023 – Apr. 2025

- Designed and posted weekly graphics for Instagram to promote student newspaper, pitch meetings, and special news reports
- Increased Instagram following by 17% over two years

KnowingMe, Philadelphia, PA

Creative Content Intern (@knowingme_official)

Sep. 2024 – Dec. 2024

- Garnered 30K likes on TikTok and Instagram through short-form video and animation content to promote aptitude tests
- Wrote original copy within brand voice to drive traffic to website and increase brand awareness while executing content calendar

ADDITIONAL EXPERIENCE

Professional Career Readiness Center, Point Park University, Pittsburgh, PA

Career Readiness Assistant

Sep. 2025 – May 2026

- Executed special project role assisting freshmen in preparing career documents and profiles tracked in Excel, compiled into reports and follow-up correspondence
- Generated leads through class and orientation presentations, tabling on campus, and major-specific email communications

The Edgeworth Club, Sewickley, PA

Server/Host

May 2025 – Dec. 2025

- Greeted and served guest in fine dining environment while accomodating all requests
- Maintained server stations, tables, hostess desk, and kitchen areas
- Completed transactions with member accounts using POS system

The Foundry Table & Tap, Pittsburgh, PA

Hostess

Feb. 2025 – May 2025

- Welcomed customers into the restaurant and answered any questions or concerns
- Managed floor plan to accomodate server sections and customer requests through OpenTable
- Communicated with kitchen staff on to-go orders and reservations

Houlihan’s Restaurant & Bar, Bethel Park, PA

Hostess

Jun. 2024 – Aug. 2024

- Greeted customers, executed to-go orders, and accomodated reservations
- Managed floor plan to accomodate staff and customers with OpenTable
- Handled cash and card payments with POS system

Settlers Cabin Wave Pool, Robinson Township, PA

Seasonal Attendant

Jun. 2022 – Aug. 2023

- Executed rotating roles between front desk, concession stand, and raft rental booth
- Maintained food safety standards, including ServSafe certification
- Completed cash and card transactions, including counting register before and after shift

American Eagle Outfitters, Bethel Park, PA

Sales Associate

Jun. 2022 – Sep. 2023

- Greeted customers and shared store promotions while assisting in style selection and answering questions
- Managed and maintained inventory throughout store including displays and dressing rooms
- Executed POS transactions with card and cash payments while promoting store membership and credit card sign ups

TECHNICAL SKILLS

Adobe Creative Suite, Social Media Marketing, Hootsuite Certified, Copywriting, Analytics Tools (Google Analytics, Hootsuite), **Community Management, Video Editing** (Adobe Premiere Pro, Davinci Resolve, Adobe After Effects, CapCut), **Graphic Design** (Adobe Illustrator, Canva), **Photography and Videography** (Canon R100, Canon XF605), **Broadcast Production, Screenwriting, SEO, Keyword Research, Project Management, Slack, Microsoft Office 365, Google Workspace**