

# Kenneth Pratt

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## EDUCATION

### Loyola Marymount University

Los Angeles, CA

*Bachelor of Arts Candidate, Marketing*

May 2026

- Relevant Coursework: Introduction to Marketing, Customer Insights, Introductory Statistics
- Activities: African Student Association, Storytellers of Color, Marketing Society, Entertainment Business Society

## EXPERIENCE

### Filmmaker, *Freelance*

Los Angeles, CA

August 2019 – Present

- Create narrative-driven video advertisements for independent brands and artists
- Perform color-grading and sound design in softwares such as Adobe Premiere Pro and DaVinci Resolve
- Manage analog to digital video conversion
- Work collaboratively as 1st AC and DP on student short films

### Video Editing Intern, *SVGE Magazine*

Remote

January 2021 – June 2021

- Edited hour long video interviews into vertical short-form content for social media (Instagram, Twitter)
- Transcribed interviews and created closed captioning for video accessibility
- Supported production of branded video segments and promotional content (selecting key messages from interviews that align with brand values)

### DEI Undergraduate Assistant, *Loyola Marymount University*

Los Angeles, CA

January 2023 – present

- Use Canva to design recruitment/marketing flyers for university programs and job openings at career fairs
- Update staff diversity handouts to be sleek and modernized
- Organize physical materials for faculty workshops and events
- Process staff workshop feedback using Qualtrics and log data into Excel spreadsheets

## LEADERSHIP

### Director of Empowerment, *LMU Storytellers of Color*

Los Angeles, CA

August 2023 – present

- Planned and hosted panel with WGA and SAG-AFTRA members to speak on future of entertainment industry
- Design marketing flyers for print and social media

### Documentary Director, *LMU African Student Association*

Los Angeles, CA

March 2023 – present

- Developed script interview questions and all other pre-production planning for documentary spanning 3 months
- Filmed, colored, and edited 40 minute documentary to be premiered for an audience of 30+ members

## SKILLS

- Technology: Adobe Premiere Pro, Adobe Lightroom, Adobe After Effects, DaVinci Resolve, Canva, Sony alpha Series Cameras, Qualtrics, Kareo, Microsoft Excel, Google Suite
- Human: Public Speaking, Event Planning, Customer Service, Leadership, Collaboration
- Interests: Fashion, Soccer, Jazz/R&B Music, Film

## HONORS & AWARDS

Dean's List (2022- present)  
Presidential Scholar Recipient  
Washington Media Scholars Foundation Scholarship Recipient