

CAM SLEEPER

Storyteller, Strategist, Social Media Extraordinaire

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SUMMARY

I am a creative video producer blending storytelling, humor, and data-driven strategy. 8+ years producing viral content across TikTok, YouTube, and broadcast for higher ed and brand clients. I believe video is the most powerful vehicle for reaching a broad audience, and am passionate about telling stories that reflect the human experience. And yes, it's a little ironic that Cam works with cameras all day.

EXPERIENCE

NORTHEASTERN UNIVERSITY – Boston, MA

Senior Social Media Video Producer | 2022–Present

Social Media Video Producer | 2019–2022

Built Northeastern's video identity from the ground up — and have personally created content with 100M+ views and 10M+ engagements. Produced campaigns and features recognized by Webby, PRNEWS, and Ragan. Manage a team of 15 student creators as well as one full-time employee. Use social data to drive our storytelling approach, whether the medium is a 45-minute documentary or a 4.5 second TikTok.

KARMORY – Boston, MA

Producer | 2017–2018

Produced digital content for national brands. Coordinated multi-day shoots and handled line production and digital asset creation.

DIGITAL FILM LAB, EMERSON COLLEGE

Lab Assistant | 2014–2017

Maintained film and digital editing systems (Steenbeck, Premiere, Avid, Final Cut), and helped teach and troubleshoot these systems with students. This is the place that taught me the value of a single cut, and also what to do when I accidentally tangle a professor's feature film.

EDUCATION

Northeastern University

M.S. Arts Administration & Cultural Entrepreneurship

Emerson College

B.A. Visual Media Arts

AWARDS

Webby Honoree (Best Viral Video, 2024)

Ragan PR & Digital Awards (Best TikTok, 2023 & 2025), (Best UGC 2025)

PRNEWS Visual Storytelling Campaign (2023)

Viddyo Platinum Award (Non-Broadcast Video, 2022)

Social Shakeup (Team of the Year 2020, 2023)

SKILLS

Video Production · Social Media Strategy ·
Adobe Creative Cloud · DaVinci Resolve ·
Blindr · Creative Direction · Analytics ·
Team Management

SPEAKING ENGAGEMENTS

2023 Higher Ed Web – How to reach Gen Z

2025 CASE Education – Vertical Video Workshop

