

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)
Viddy 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 •
Blendr • Creative Direction • Analytics •
Team Management

SPEAKING ENGAGEMENTS

2023 Higher Ed Web – How to reach Gen Z

2025 CASE Education – Vertical Video Workshop

