

William Frasca
410 Hovey St.
Lowell, MA 01852
919-621-3589
williamfrasca@gmail.com
www.williamfrasca.com
linkedin.com/in/WilliamFrasca

Experience

Northeastern University

Multimedia Design Specialist, May 2019-present

- Created high-quality multimedia in online courses for the Experiential Digital Global Education division under the Office of the Chancellor at Northeastern University.
- Worked closely with instructional designers, project managers, and university faculty to design media that meet course learning objectives.
- Coordinated and planned with the digital media team to prepare in-studio and at-home studio setups for successful film shoots.
- Coached faculty to elevate on-camera presence to deliver engaging video content.
- Innovated the cutting-edge special effects virtual production process to create custom 3D backgrounds for faculty green-screen footage.
- Coordinated with vendors for post-production to scale high-quality educational videos that met brand guidelines and best practices by deadlines.
- Completed the multimedia design of the Online Master of Professional Studies in Analytics for the College of Professional Studies, including approximately 350 videos and 350 graphics.
- Worked with subject-matter experts to create online media that supported the Roux Institute of Enterprise Artificial Intelligence.
- Assisted in creating interview videos for the Coursera Data Privacy Fundamentals course for the School of Law, which has a 4.8 rating and has enrolled 9,800 learners.
- Assisted with the in-studio video production of Khoury College of Computer Science Align Online courses.

UNC Kenan-Flagler Business School

Assistant Director of Multimedia for Marketing & Communications, 2016-2019

- Produced professional videos and photos for the Marketing and Communication department at UNC Kenan-Flagler Business School.
- Completed brand overhaul of online presence, including hundreds of videos and thousands of photos to promote the MBA, Master of Accounting, Undergraduate, Ph.D., and Executive Development programs.
- Collaborated with Fortune 500 companies to interview executives, alumni, students, and faculty to share learning experiences. Brands included Procter & Gamble, Coca-Cola, Dominos, Nike, ESPN, NASCAR, Royal Cruises, Ernst & Young, and more.
- Produced a marquee video for the Centennial celebration connecting the school's 100 years of history to the future of business.
- Created UNC vs. Duke fundraising videos and media with mascots to help raise over a million dollars for both business schools.
- Earned Part 107 Federal Aviation Administration Remote Pilot Certificate to fly drones to capture videos.
- Photographs featured on Poets and Quants, News & Observer, WRAL, and Endeavors website.
- Awarded the 2018 Dean's Performance Award for SHRA employees.
- Awarded the School Spirit prize at the 2019 Carolina Global Photography Competition.

Duke University

Standardized Patient Actor, 2013-2017

- Assisted in the evaluation of graduate students by acting out medical-related scenarios at the Trent Semans Center for Health Education at Duke University School of Medicine.

University of North Carolina Wilmington

Lumina Theater Projectionist Manager, 2009-2011

- Interviewed, hired, trained, and supervised a staff of 15 student employees to operate a 35mm film projector, digital projector, and microphones for Lumina Theater in the Fisher Student Center.
- Operated the 358- seat movie theater with an annual attendance of over 22,000.
- Received the UNCW Campus Life Linda Moore Award in 2011 (the highest award given to student employees at UNCW), UNCW Distinguished Service Award in 2011, and UNCW Cornerstone Leadership Excellence Award in 2009 and 2010

Videographer, 2011-2012

- Filmed live men's and women's basketball games for the UNCW Athletics Department.

Bold Talent Agency

Film & Television Actor, 2012-2016

- Responsibilities included memorizing scripts, acting, and taking direction from the film crew.
- Worked on projects for Disney, Marvel Studios, Lions Gate Entertainment, CBS, NBC, FOX, MTV, Discovery Channel, Smithsonian Channel

Cadre VR

Founder, 2019 -

- Developed movies using immersive virtual reality technology.
- Founded as part of the LAUNCH Chapel Hill startup accelerator program at UNC.
- Presented at the 2019 UNC Innovation Showcase for Technology.

Education

University of North Carolina Wilmington

Bachelor of Arts. Film Studies, 2011

Launch Chapel Hill Entrepreneurship Accelerator

Certificate, Cohort 11, 2019

University of North Carolina Chapel Hill

Post-Baccalaureate, Communication Studies, 2017-2019

Wake Technical Community College

Adobe Photoshop, Illustrator, and InDesign Certificate, 2016

Insight School of Acting

Certificate in Meisner method, 2012-2014

Federal Aviation Administration

Remote Pilot Certificate, 2018