

ALEX CARISTAN

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Enthusiastic and results-driven Digital Media Professional adept at creating visually compelling content for top-tier global brands. Proven success in video production, storytelling, and brand engagement, garnering more than 37 million views across social media platforms.

SKILLS: Video Editing, Visual Effects, Project Management, Event Planning, Copywriting, Web Design, Social Media Management, Analytics, Game Design, 3D Design, Sales, Communication, Analysis, Visualization

SOFTWARE: After Effects, Premiere Pro, Davinci Resolve, Lightroom, Illustrator, Blender, Photoshop, Canva, Google Analytics, Microsoft Office Suite

Languages/Applications: Java, Python, SQL, HTML, CSS, R, Kali Linux, C++, Burp Suite, Wireshark, Git, Unity, Adobe Suite, Microsoft Office Suite

EDUCATION

University of Pittsburgh 2024
B.S. in Digital Narrative & Interactive Design
Minor in Information Science

EXPERIENCE

Videography Small Business – 2020-2025

Founded and expanded a successful film venture and developed a website portfolio.
Collaborated with international brands including Redbull, Porsche, Toyota Gazoo Racing, and Weber to deliver high-impact video content.
Generated over 37 million views on Instagram (@alexcaristan_).

iHeartRadio – 2021-2022

Partnered with a major iHeartRadio Philadelphia host to conceptualize and produce innovative social media content for campaigns and events including the Jingle Ball.

Imagine Lifestyles – 2021-2022

Planned, pitched, and produced premium marketing content to boost exotic car rentals.
Collaborated with celebrity partners to drive brand awareness and accelerate audience engagement.

Professional Sales Academy – 2024

Acquired and applied advanced sales techniques under the guidance of industry experts.
Achieved 3rd place in the business school's competitive Professional Sales Academy.

LEADERSHIP

Eagle Scout | Boy Scouts of America (2020)

Drum Major | Conestoga High School Marching Band (2019–2020)

Founder, Aerospace Club | Conestoga High School (2018–2020)