

TY ROTHMAN

Multimedia Content Producer | Video | Design | Marketing

Tyrothman7@gmail.com | 917-580-0546 | New York | Boston, MA

[Linkedin](#) | Portfolio

EDUCATION

Northeastern University | Boston, MA

B.A., Business Administration (Marketing) and Design

Graduation Expected Spring 2028

EXPERIENCE

Center for Research Innovation (CRI), Northeastern University | Boston, MA

Video & Marketing Coordinator

Jan 2026-Present

- Produce 1-2 videos per week for 15+ faculty researchers, translating complex research, IP, and commercialization topics into short and long form content; videos are shared externally with companies including Samsung to showcase faculty work and support grant and patent opportunities.
- Travel with the CRI team to university laboratories to film in person researcher interviews and technology demonstrations, turning emerging innovations into accessible promotional content.
- Use AI tools (Synthesia, Firefly, Envato AI, Claude) for scripting, voiceover, and generative B-roll to cut production time on weekly video content, while maintaining brand consistency through manual review and revision.
- Manage content calendars, including creating the monthly CRI newsletter and semimonthly Spinout newsletter, editing with feedback, and file organization; was retained part-time through fall 2026.

SBT Video Production | New York, NY & Boston, MA

Video Editor & Content Creator

2022-Present

- Produce and edit recurring social media advertisements for third party apps, adapting creative for platform and campaign needs.
- Built a TikTok audience of 60K followers and created videos reaching over 25M views, generating inbound interest from brands and app companies.

NU Red & Black | Boston, MA

Lead Graphic Designer

2024-2025

- Created branded sports graphics every week for Northeastern's largest student-led sports media organization, highlighting athletes and Basketball & Hockey gamedays; designed the 2025 Beanpot brochure for TD Garden.

Good2BSocial | New York, NY

Marketing Intern

Summer 2023

- Created and edited marketing videos, social content, and graphics for internal campaigns while compiling data for annual reports.

SKILLS

Video Production: Adobe Premiere Pro, After Effects, short and long form video editing, color correction and grading, audio editing and mixing, motion graphics, file formats, Frame.io

Graphic Design: Photoshop, Illustrator, InDesign, Lightroom, Bridge, Canva, Adobe Suite

Marketing & Content: brand storytelling, social campaigns, copywriting, newsletters, content calendars, researcher/stakeholder feedback loops, brand voice

AI Workflows: Synthesia, Envato AI, Adobe Firefly, ChatGPT, Claude Code, Google Flow (Veo); scripting, research, voiceover, generative B-roll