




# TORIN ALM

## CREATIVE DIRECTOR & STORYTELLER

Award-winning cinematographer, photographer, and editor with a passion for bringing stories to life, both behind the lens and behind the scenes. From capturing the perfect shot to editing the final cut, I combine creative vision with strategy to deliver impactful visual content. Skilled in Adobe Creative Suite, content strategy, social media marketing, and team collaboration. A strong operations professional with a Bachelor of Arts in Communication from Boise State University.

## CONTACT ME

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## EDUCATION

### Bachelors in Communications

Boise State University 2014 - 2018

### Minor in Business

Boise State University 2014 - 2018

### Cert. in Cinema & Digital Media

Boise State University 2014 - 2018

## SKILLS

### Creative & Strategy

- Creative Direction & Concept Development
- Brand Strategy & Campaign Planning
- Visual Storytelling & Scriptwriting

### Production & Content Creation

- Videography & Photography
- Part 107 Remote Pilot Certificate
- Post-Production (Editing, Color Grading, Sound Design)
- Graphic Design & Motion Graphics

### Digital & Marketing

- Social Media Strategy & Management
- Digital Marketing & Ad Campaigns
- Content Management Systems (CMS)

### Tools & Platforms

- Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator
- Meta Business Suite, Google Analytics
- Monday, Frame.io, Hootsuite, Slack

## WORK EXPERIENCE

### Creative Director & Media Strategist

2018 - Present

18Ninety Creative | Boise, ID

- Directed over 500+ video and photo projects from concept to delivery for commercial, lifestyle, and nonprofit clients.
- Led a cross-functional creative team, providing direction, mentorship, and quality oversight across all visual content.
- Developed brand-aligned campaign strategies that increased client engagement across digital platforms by 30%.
- Oversaw project timelines, budgets, and vendor coordination, consistently delivering on deadline and under budget.
- Collaborated with clients and internal teams to craft storytelling that supports marketing and brand goals.

### Creative Services Video Specialist

2017 - 2018

The Grove Hotel & Idaho Steelheads | Boise, ID

- Conceptualized and executed dynamic video and photo content to support hotel and team marketing initiatives.
- Produced full-cycle multimedia assets from pre-production planning to final editing for digital and in-arena use.
- Designed modular video templates to streamline content creation and boost social media engagement.
- Partnered with graphic designers to ensure cohesive storytelling across all visual channels.

### Communications and Marketing Videographer

2016 - 2017

Boise State University | Boise, ID

- Coordinated pre-production with campus departments to align creative objectives, logistics, and messaging.
- Shot and edited high-quality marketing videos for academic programs, events, and promotional campaigns.
- Organized and archived multimedia assets to ensure long-term usability and brand consistency.
- Created accurate closed captions to improve accessibility and expand audience engagement.

## REFERENCES

### Rick Moore

Department Chair and Professor,  
Boise State University

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### Matt Crook

Manager of Brand Videography,  
Boise State University

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