

PROFESSIONAL PORTFOLIO

Gina M. Berger

Project coordination.
Strategic thinking.
Stories with purpose.



COORDINATION / STRATEGY / COMMUNICATIONS

Media production, production support
and a foundation in business operations.

Ideas, organized.

I'm a Project Coordinator and Media Strategist with experience in project planning, strategic communication, media production, and storytelling.

I bring a strong business background and advanced graduate study in Communication & Digital Media to organizing projects, shaping clear messaging, and developing engaging content.

EDUCATION

M.A. Communications & Digital Media

Pace University / 3.8 GPA
Degree pending completion of thesis or required internship.

B.S. Business / CUNY SPS
Cum Laude, 2024

INSIDE THE PORTFOLIO

- 03

Project planning

Needs assessment & brand direction
- 04

Audience strategy

Pace Docs / three campaign approaches
- 05

Documentary production

Stories Come Together
- 06-07

Video & post-production

Four editing samples
- 08-09

Writing & development

Screenwriting & feature-film strategy
- 10

Communications

Fundraising & brand positioning
- 11

Connect

Professional focus & contact

01 / PROJECT NEEDS ASSESSMENT

From brief *to direction.*

Professional assessments and needs analyses for branding, communications, and strategic planning projects.

DISCIPLINE

- Project planning
- Strategic communication
- Brand direction

SELECTED ASSESSMENT

Ashwagandha

A project needs assessment for a branding commercial, outlining project goals, target audience, direction, and strategy.

- 01

Project goals

Define the purpose of the branding commercial.
- 02

Target audience

Identify the audience the message needs to reach.
- 03

Direction & strategy

Establish a clear approach to the creative work.

[View full assessment](#)

[Open project folder](#)

The Emotional Journey *of Pace Docs*

A multi-part assessment of audience behavior and a strategic social media approach across Facebook, Instagram, and TikTok.

[View full Pace Docs assessment](#)

01

Emotional storytelling

Identify engagement challenges and propose emotional storytelling to increase viewership among older Facebook audiences and younger Instagram and TikTok users.

Facebook / Instagram / TikTok

02

Consider Conservation

Promote conservation-focused documentaries through visually compelling reels, partnerships with environmental groups, and student-centered highlights.

Reels / Partnerships / Student stories

03

A Journey Through Food & Culture

Define a TikTok-first campaign using food as a cultural bridge to engage younger audiences and increase awareness of global stories.

TikTok / Food / Cultural narratives

FEATURED DOCUMENTARY / PACE UNIVERSITY

Stories Come *Together*

From research through final delivery.

Contributed to the documentary across production, assistant editing, closing credits, and social media as part of my graduate media work at Pace University.

[Watch the documentary on YouTube](#)

01

Production

Production team

02

Post-production

Assistant editor

03

Final delivery

Closing credits

04

Communications

Social media team

03 / VIDEO EDITING SAMPLES

Changing the story through the edit.



01 / TRAILER RE-EDIT

Mrs. Doubtfire: a turn to horror

A horror-genre trailer re-edit that reframes a comedy through altered pacing, suspenseful sound design, and tonal manipulation.

[Watch video](#)

02 / SCENE EDIT

Lip sync & audio reconstruction

Experimented with sound correction, timed synced adjustments, and L-cut/J-cut transitions to enhance conversational flow.

[Watch video](#)

TOOLS / Adobe Premiere Pro, Premiere Beta, CapCut, Photoshop, AI VFX tools

03 / VIDEO EDITING SAMPLES

Rhythm, color & visual storytelling.



03 / PROMOTIONAL VIDEO

Bakery brand spot

Built a narrative flow, corrected inconsistent color tones, matched cuts to musical beats, and designed a motion end card with animated text.

[Watch video](#)

04 / MUSIC VIDEO

Conceptual visual reimagining

Built a narrative flow, corrected inconsistent color tones, matched cuts to musical beats, and designed a motion end card with animated text.

[Watch video](#)

TOOLS / Adobe Premiere Pro, Premiere Beta, CapCut, Photoshop, AI VFX tools

04 / NARRATIVE DEVELOPMENT

The shape of a story.

Narrative, analytical, and production-focused writing across screenwriting, concept development, and film strategy.

SCREENWRITING

Tangled in Tarverna

NYU Writing Class

LOGLINE & SYNOPSIS

A writing sample developed in NYU's screenwriting course, showcasing logline construction, character development, and foundational story structure.

FOCUS

Logline construction / Character development
Foundational story structure

[Read writing sample](#)

[Open writing folder](#)

05 / FEATURE FILM DEVELOPMENT PACKAGE

The Door

An original sci-fi thriller.

A multi-part development portfolio connecting narrative development, production planning, and strategic positioning for studio acquisition.

PRODUCTION SUPPORT & STRATEGY

From the story premise to the practical path toward acquisition and distribution.

01 / Summary

Overview of the narrative, themes, central conflict, and world premise for the feature film.

[Read summary](#)

02 / Development notes

In-depth analysis of sellable elements, production workflow, location strategy, international incentives, and the full path from acquisition to distribution.

[Read development notes](#)

03 / Production & strategy

Professional analysis of production strategy, market positioning, comparable films, and potential avenues for major studio partnership.

[Read production & strategy](#)

A clear message.

A considered plan.

Communication plans, brand positioning, and presentation materials demonstrating messaging, structure, analysis, and storytelling.

01

Pleasantville Press

Communication and funding strategy for a nonprofit newsroom, including donor segmentation, messaging pillars, KPIs, and operational structure.

MATERIALS

Strategic fundraising plan / Presentation deck

[View strategy](#)

[View presentation deck](#)

02

Swatch Creative Pitch

Brand strategy and creative direction for a youth-focused fashion brand, integrating audience insights, messaging frameworks, and promotional visuals.

MATERIALS

Brand positioning & campaign direction / Presentation

[View presentation](#)

GINA M. BERGER

Let's bring *the work together.*

Project coordination / Strategy / Media & communications

Production support / Business operations

CONNECT WITH ME



Thank you for exploring my work.

[View résumé \(PDF\)](#)