

Portfolio Case Study: LinkedIn Testimonial Campaign for Medical Device Company

Problem/Opportunity Statement

A leading medical device company aimed to leverage their presence online by creating a LinkedIn campaign featuring testimonial interview clips with healthcare providers. The challenge was to produce high-quality, brand-consistent videos despite the challenging audio conditions during recording at a tradeshow venue. The goal was to enhance the company's social media presence, engage their target audience, and build credibility through authentic testimonials.

My Role as the Senior Graphic Designer

As the senior graphic designer, I was responsible for the entire video production process, which included:

- Employing advanced video and audio editing techniques to address challenging audio conditions and ensure high-quality output.
- Ensuring the final videos were visually appealing and aligned with the company's brand identity.
- Managing the project from conception to completion, including collaborating with the marketing team and stakeholders to align goals and feedback.

Tools Used

To deliver high-quality testimonial videos, I utilized a range of video and audio editing tools, including:

- **Adobe Premiere Pro:** For video editing, sequencing, and finalizing the clips.
- **Adobe Audition:** For advanced audio editing to remove background noise and enhance clarity.
- **Adobe After Effects:** For creating visually appealing graphics and ensuring brand consistency.
- **Adobe Creative Suite (Illustrator, Photoshop, InDesign):** For creating and refining design elements, layouts, and visual assets.
- **Microsoft Office Suite:** For collaborating on content and integrating feedback from various stakeholders.
- **Microsoft Teams:** For communication and collaboration with the project team and stakeholders.
- **WorkFront:** For project management and tracking progress.

Achievements

The testimonial interview clips achieved several key outcomes:

- **High-Quality Content:** Despite the challenging audio conditions at the tradeshow, the advanced editing techniques resulted in clear and professional-sounding testimonials.
- **Brand Consistency:** The videos were visually appealing and aligned with the company's brand identity, reinforcing their professional image.
- **Enhanced Social Media Presence:** The testimonial clips will boost the company's LinkedIn campaign, increasing engagement and visibility among their target audience.
- **Credibility and Trust:** The authentic testimonials from healthcare providers helped build credibility and trust in the company's medical devices.
- **Positive Stakeholder Feedback:** The videos received positive feedback from the company's marketing team and other stakeholders, affirming the anticipated success of the project.

This project showcased my expertise in video and audio editing, as well as my ability to deliver high-quality, professional content in complex environments. My role as the senior graphic designer was crucial in ensuring the success of the LinkedIn campaign, demonstrating my ability to create impactful and engaging visual content that meets the client's objectives.