

HESOU ZETELIAN

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EDUCATION

- **Azusa Pacific University** – BFA in Cinematic Arts Production (Aug 2022–May 2026)
 - Awards: Outstanding Senior
- **Loyola Marymount University** – Incoming MFA Student, Film & Television Production (Class of 2029)

PROFESSIONAL EXPERIENCE

FILM INTERN – STRATEGIC COMMUNICATION & ENGAGEMENT – APU (2024–2026)

- Produced end-to-end promotional videos in collaboration with the Strategic Communication & Engagement team for university recruitment, fundraising, branding, and official social media campaigns.
- Created student, faculty, and staff spotlight videos that supported university recruitment and institutional storytelling.
- Contributed to the production of promotional campaigns for APU Football, including the introduction of the university's new head football coach and additional athletics branding initiatives.
- Filmed and edited commencement ceremonies and major campus events into highlight videos for university communications.
- Produced platform-specific social media and website videos in 15-, 30-, 60-, and 90-second formats while coordinating projects in Asana and Monday.

SELECTED PROJECTS

- **"HIGHER CALLING: ANNETTE KARIM, DPT, PHD"** - FACULTY SPOTLIGHT (2026)
- **"HIGHER CALLING"** - AZUSA PACIFIC UNIVERSITY REBRAND CAMPAIGN (2025)
- **"WHERE EVERYTHING BEGINS: APU WELCOME WEEKEND 2025"** - UNIVERSITY EVENT HIGHLIGHT (2025)
- **"CULTIVATING BELONGING: SERVANT-HEARTED CARE"** - STUDENT SPOTLIGHT (2025)

EQUIPMENT DISTRIBUTION CENTER STUDENT WORKER – CINEMATIC ARTS - APU (2024–2026)

- Managed checkout and maintenance of professional cinema equipment while supporting student productions and producing behind-the-scenes media.

MARKETING INTERN – UNDERGRADUATE ADMISSIONS – APU (2022–2023)

- Produced recruitment-focused short-form content and analyzed social media trends to optimize engagement.
- Covered campus wide events, Honors College highlights, and branding updates through short form content.

SELECTED FILMOGRAPHY

THERE ARE NO CHILDREN – PRODUCER, 1ST AD, SOUND DESIGNER (2025)

- Produced and coordinated a 60+ cast and crew capstone production, leading scheduling, interdepartmental communication, and post-production sound from development through final delivery.

POMEGRANATE TREE – DIRECTOR, CO-WRITER, SOUND DESIGNER (2024-2025)

- Directed and co-wrote an Armenian-language narrative, bringing together Armenian actors, filmmakers, and community organizations in a collaborative exploration of identity and family.
- **Official Selection – ARPA International Film Festival (Grauman's Chinese Theater)**
- Collaborated with the Armenian Film Society and All Armenian Student Association to build community engagement and audience outreach.

SKILLS

PRODUCTION: Canon C70, Canon R5C, Production Coordination, Interview Lighting, Location Audio

POST-PRODUCTION: Adobe Premiere Pro, DaVinci Resolve, Pro Tools, Final Cut Pro X

LANGUAGES: English, Armenian, Spanish, French