

Work Experience

Video Producer, 2017-Present

Penn Medicine, Strategic Marketing & Web Analysis Team

- Support Director of Visual Strategy by managing the production of marketing videos from concept to delivery
 - Partner with Marketing Communications team to identify stories, patients, doctors, researchers, and programs to promote through visual storytelling
 - Organize, schedule, communicate, relationship build, and prep talent
 - Locate and book ideal locations for filming interviews and b-roll
 - Create questions/scripts for talent to ensure delivery of strong message/story
 - Manage on location set up of all equipment from lights to camera to audio
 - Interview talent and coach them on camera if needed
- Cinematography
- Proper organization and ingesting of all media including archiving of media
- Edit media/storytell in most engaging way based on medium (TV, web, etc.)
- Color correct and add graphics for branding
- Deliver and export media in ideal format/codec based on display medium
- Manage and mentor production assistants, editors, and contractors

Senior Video Producer, 2016-2017

Video Producer, 2013-2016

University of Pennsylvania, Communications

- Manage the production of videos from concept to delivery
 - Identify story and create media strategy
 - Scout, organize, schedule and book locations and talent
 - Manage set up of lights, audio, and video equipment
 - Edit video to create engaging, high quality story
 - Color correct footage and add graphics to create brand
 - Organize and archive all media
 - Maintain and acquire new equipment
 - Optimize media for different social media channels
- Photography to promote researchers, events, and enhance storytelling on the web

Freelance Videography & Photography 2012-Present

Rebecca Elias Media, LLC

Production Manager, 2011-2013

MiND TV, Channel 35

- Responsible for budget planning, pre-production, script writing, storyboarding, camera work, lighting, audio recording, voiceover work, and post-production for all in house productions
 - Manage team of production assistants
 - Build promotional spots and programming to strengthen brand
 - Event planning for promotion of videos and brand

Development and Production Coordinator, 2011

Production Assistant, 2009-2011

MiND TV, Channel 35

Education

Temple University, 2008
BA, Film & Media Arts

Drexel University, 2011
MS, Television Management

Skills

Adobe Premiere
Adobe After Effects
Adobe Photoshop
Adobe Lightroom
Adobe Audition
Davinci Resolve
Final Cut Pro
Motion
Dvd Studio Pro
Sound Forge
Constant Contact
Microsoft Office
Social Media Management
Cat DV

Equipment

Panasonic Eva 1
Panasonic GH5
Sony FS7
Sony A6300
Canon C100
Canon 5d Mark III
Canon T2i
DJI Phantom
DJI Ronin
DJI Osmo
GoPro
Ricoh Theta
Kino Flo Celebs
Konova Sliders
Ikan Beholder
MEVO Live Stream