

KATIE MAUL video producer + graphic designer

Summary:

Creative Video Producer and Graphic Designer taking projects from concepts to completion including filming, editing, designing and publishing. Experienced, collaborative professional thriving in fast-paced, results-driven environments.

Professional Experience

Marketing Strategist/Content Producer

Critical Mention New York, NY 2013–Present

Produce video ads and training videos for YouTube, blog and digital collateral (newsletters and email blasts)

Graphic designer and copy writer for marketing materials

Write, film and edit daily news video and produce web series featuring industry interviews for blogs and social sites

Analyze and build a strategy for sales lead generation from digital marketing

Research, pitch and maintain video syndication sites, public relations blogs and lead generation partners

Senior Video Production Editor

Critical Mention New York, NY 2008–2013

Managed Video Production Department, in constant contact with VPs and CEO

Edited 20–50 clips daily for clients using Adobe Premiere

Negotiated pricing to maintain a low expenditure as Business Manager for Partner Vendors

Created and managed incentive plan and new strategies for Production Department

Organized and prioritized incoming video orders based on urgency and client needs

Co-Producer and Cinematographer

Trichster – A Full-Length Documentary Film New York, NY 2012–2015

Filmed evenings and weekends for a year and a half using personal equipment (Canon DSLR, shotgun mic, Zoom H4nSP)

Assisted in management of re-edits, storytelling, audio and color correction styling

Successfully met 3 separate crowd-funding goals to raise \$30,000 towards production, post-production and marketing

Wrote articles featured on industry blogs including highly respected nofilmschool.com

Webmaster and marketing strategist to assist in social media, audience building, and festival panels

Education

Marist College in Poughkeepsie, NY

Bachelor of Arts in Communication

Concentration on Radio, TV, Film

Minor in English (Theater)

Graduated 2008

Technical Proficiencies

Adobe: Premiere, After Effects, Media Encoder, Photoshop, Illustrator, InDesign

Final Cut

Microsoft Office Suite

Google Analytics + AdWords

Avid

Hootsuite

Twitter

Wordpress

Prezi

Instagram

HTML

Salesforce

Facebook

CSS

Pardot

Youtube + Vimeo