

Rachel Parker

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PORTFOLIO

RACHELPARKERCREATIVE.COM

WORK EXPERIENCE

MindEdge Learning (May 2021 - Present)

Video Team Manager, Senior Video Editor

Responsibilities include overseeing the workflow, delegating tasks, and providing coaching to team members, while also assisting in hiring new talent and implementing/maintaining process guides. Additionally, oversight extends to executing all video shoots and conducting reviews for courses. The Senior Video Editor is further tasked with producing content for all MindEdge brands, collaborating with various departments, and staying current with video software, equipment, and industry best practices.

360PRplus (Sept 2017 - Apr 2020)

Content Producer

Responsibilities included producing videos, motion graphics, and photography for utilization across digital platforms including social media. I collaborated with PR and creative teams to conceptualize ideas and to ensure that powerful digital strategies were included in client campaigns and new business proposals.

Drexel University Online (Aug 2015 - July 2017)

Content Producer

Responsibilities included shooting and editing videos and designing motion graphics for Drexel's Online Master's Degree Programs. Acted as production lead on various initiatives and location shoots; delegated and oversaw tasks of new hires as part of their offsite training.

Greenbaum, Rowe, Smith & Davis LLP (Jan 2014 - Apr 2020)

Content Producer (Freelance)

Supported the firm's in-house marketing team on production and post production of numerous video projects to market firm's expertise and history; creation of advertisements for print and digital publications and industry events; layout and design of client-facing marketing collateral and internal communications; design of promotional materials for client pitches, tradeshow, and giveaways at marketing events; photographed and edited over 100 attorney and admin headshots.

Flying Pup Productions (Sept 2012 - Feb 2015)

Video Editor

Worked to support Mary Olive Smith, an Emmy Award-winning director, producer and cinematographer. Accompanied her internal team on various shoots located across the country. During these 3-5 day assignments, I was solely responsible for shooting, editing, and motion graphic design.

For more work experience, please visit my LinkedIn profile.



SKILLS

Communication, Teamwork, Responsibility, Creativity, Problem Solving, Versatility

ABOUT

I'm an experienced multimedia professional with a passion for quality, an innate eye for detail, and the ability to effectively lead teams and streamline processes. I bring a comprehensive skill set to the table, encompassing video production, post-production, motion graphics, and photography, along with strong project and people management skills. My diverse experience spans dynamic creative services agencies, the tech sector supporting online education, and the professional services environment of law firms.

I have a proven track record of effectively managing workflow and team members, optimizing procedures, and spearheading impactful training initiatives. I am adept at fostering collaboration and driving organizational success through strategic leadership and innovative solutions.

EDUCATION

Quinnipiac University (2008 - 2012)

Bachelor of Arts (B.A.)

Major: Interactive Media, Film, Video

Minor: Fine Art

American InterContinental University

Study Abroad - London, England

Focus: Film, Video & Photography