

CHRISTI CLIFFORD

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EXPERIENCE

SolarWinds

Video Producer/Editor | February 2020-present | Austin, TX

- Execute projects from pre-production through post-production
- Project management and collaboration across teams including international, external, and cross-departmental
- Focus on post-production with extreme attention to detail and emphasis on tone, narrative arc, and storytelling. Expertise in Adobe Premiere, After Effects, Photoshop, Audition, and Illustrator
- Produce content including product videos, brand campaigns, creative videos, podcasts, live events, customer case studies, social media, employee branding, and detailed customer training
- Create animations and motion graphics as needed
- Excellent, experienced, and resourceful problem solver
- Able and happy to work independently but I thrive in an environment where I can collaborate with and help my teammates

Freelance

Video Producer/Editor | September 2010-February 2020 | New York, NY and Austin, TX

- Lead full-cycle production for local and national freelance projects such as feature-style interviews, web series, corporate promos, social content, and sizzle reels for clients in a wide range of industries; notable clients include HBO, BP, SolarWinds, Ellis Island Foundation, and Dell
- Cultivated consultative client relationships, helping establish creative vision, managing budget allocation, and leading projects from inception to production and through post-production to ensure quality and client satisfaction
- Directed video shoots and fulfilled ad hoc requests for motion graphics, titles, and animations
- Edited hardware repair and installation tutorials for Dell, Inc., with more than 400 videos completed to date
- Managed post-production tasks for SolarWinds including editing, graphics, sound design, color-correcting, distribution and archiving for creative brand videos, customer training and how-to videos, testimonials and interview series
- Produced video content for commercials and promotions for local businesses, including ATX Fence Supply, Park & Zoom, and Roger Beasley Mazda on behalf of Kernel Advertising Agency in Austin, Texas

First Person American

Video Producer/Editor | September 2010-July 2011 | New York, NY

- Developed storylines and lead creative direction for an educational, not-for-profit documentary series exploring immigrant stories
- Produce, shoot and edit video series
- Obtained a \$6500 dollar grant to organize and lead a 10-week student workshop, teaching a predominately immigrant student population about video production and editing, including look, tone, music, and design
- Commissioned by Active Voice to produce five pilot episodes as an extension of original documentary series and a promo video for the Ellis Island Museum to promote social awareness of immigration history in the U.S.

WeightWatchers.com

Video editor | September 2003-September 2010 | New York, NY

- Led the creation and development of the brand's first video department, established project vision and managed all creative, editorial and marketing video content for the top nine most visited Weight Watchers sites, with over 1 million subscribers worldwide
- Managed a global, cross-functional team of marketing, creative, content, and public relations professionals in the creation of website channels, including fitness, food, testimonials, and brand content
- Coordinated and managed the daily activities of all creative, editorial and marketing content project workflows, freelancers, creative teams and third-party vendors for messaging consistency across nine international sites

Greenwood Index-Journal

Reporter, photographer, designer | September 2002-September 2003 | Greenwood, SC

- Reported and wrote up to 3 stories a day for local daily newspaper
- Shot and edited photos
- Designed newspaper layout including page 1
- Selected wire stories and selected and edited accompanying photos

EDUCATION

University of Texas at Austin

Bachelor of Arts in English