



HEATHER RICHARDSON

VIDEO PRODUCER/EDITOR

CONTACT

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SOCIAL MEDIA

YOUTUBE: HEATHERTHEEDITOR

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NETWORKS I'VE WORKED FOR

SYFY APRIL 2010-MARCH 2011

BET OCT 2009- MARCH 2010

TVLAND JAN 2009- OCT 2009

GREATEST HITS

For more than a decade I've created videos that have been featured on NBC, HSN, and the Huffington Post, as well as other large social sites and local channels. My videos have funded Kickstarter campaigns and launched small businesses off the ground.

I'm a producer, videographer, editor and *storyteller* all in one.

EXPERIENCE

VIDEO MARKETING MANAGER

SIMPLIFIED IT SOLUTIONS LLC | FEB 2018 - TODAY

- Conceptualized, wrote, filmed, directed, and edited 41 videos in less than 15 weeks.
- Produced videos that made complicated IT software relatable, understandable, and approachable by customers.
- Created social videos that had 9 times the level of engagement as other marketing efforts.
- Secured the company an airing on HSN by creating compelling footage.
- Filmed corporate training videos to help new employees across the US understand and sell a product.
- Responsible for managing a budget and collaborating with department on distribution and marketing strategies.

VIDEO PRODUCER/EDITOR

HEATHER THE EDITOR [FREELANCE] | JAN 2007 - JAN 2018

- Started freelance business helping individuals and small business create marketing videos and strategies.
- Increased small business's sales and site retention by 74% by creating an introductory video to host on their site.
- Produced, directed, and edited videos that have been featured on the Huffington Post, GodTube, and Godvine.
- Assembled videos that were applauded by NBC's executives and are currently being used to generate traffic to their site.

LEAD VIDEO EDITOR/SUPERVISOR

JONI AND FRIENDS | APRIL 2011 - DEC 2016

- Wrote, directed, and edited entire online web series for children.
- Responsible for scheduling and managing the department staff schedules and workload.
- Filmed corporate videos featuring CEO and founder Joni Eareckson Tada for nationwide distribution.
- Categorized, and organized over 60,000 digital assets to create an internal stock database.
- Continued to work for the company as a freelancer cross country after leaving Los Angeles.

SKILLS

- Proficient in Premiere Pro, Audition, and Photoshop
- Script development, videography, and camera/acting direction
- Project management and team/culture cultivation
- Market research and project development
- Positive, optimistic attitude
- Novice powerlifter (in case you need something deadlifted)