

Portfolios

- www.JessicaClaire.com
- www.this-is-camp.com

Professional Summary

Skilled Creative Media Director adeptly producing compelling audio-visual narratives while creatively marketing brands, people, and ideas. Excellent communicator, problem-solver, and detail-oriented manager proficient in navigating client relationships and overseeing production crew, editors, and talent.

Skills

- Conceptual digital storytelling
- Stakeholder negotiations
- Brief curation and pitch presentation
- Media industry expertise
- Creative team leadership
- Films and recordings direction
- Crew supervision and direction
- Production processes
- On-Set film production, audio recording
- Film and recording review
- Adobe Audition, Avid Pro Tools
- Adobe Premiere Pro, After Effects, Encoder
- Adobe Photoshop, Lightroom, Illustrator

Work History

Digital Media Production Editor, 08/2020 to Current

Relx Group – Minneapolis

- Manages and instructs team members, interns, contractors, and vendors on the video and audio brand, motion graphics animation, and project allocation and department initiatives.
- Edits and produces high-quality branded videos, animations, and podcasts for informational and creative multimedia projects for social, educational, and promotional channels by utilizing demonstrable technical, editorial, and creative storytelling skills.
- Created and reformatted motion media content, including design standards of titles, name cards, and templates in After Effects for digital platforms across the organization.
- Conceives, crafts, and executes dynamic video edits to captivate target audiences and accomplish project objectives for new content and strategies, social media campaigns, and engagement initiatives.
- Lead audio engineer on all audio products, including the Neurology® Podcast, Neurology® Minute, and founding member of the Brain & Life Podcast®

Co-Founder, Creative Director & Producer, 01/2014 to Current

Various – City

- Develops and oversees creative ideas and artistic visual products for film and audio channels by translating client briefs into actionable production plans that create campaigns, commercials, and content.
- Executes direction and production of commercial, documentary, brand film, and narrative films by leveraging production scheduling, permit and film equipment acquisition, hiring and training talent and crew, and scene and talent direction.
- Manages ongoing vendor and client relationships for creative projects with varying budgets and objectives by negotiating contracts and services within budget requirements, defining project scopes and creative vision, and collaborating with outside agencies.
- Crafts deliverable products by editing film and audio content, animating motion graphics and design, and video for brands in technology, fashion, music, healthcare, and the arts.
- Clients include Caribou Coffee & Einstein Bagels, the Susan G. Komen Foundation, Good Company Pictures, and more.

Junior Media Specialist, 09/2018 to 09/2019

CAMP – City, STATE

- Produced and edited branded videos, photography, headshots, educational media and designs, and interior communications for over 40,000 team members through creation of titles, captions, graphics and templates to enhance workflow and motion brand.
- Collaborated with internal businesses on conceiving, crafting and executing dynamic video edits to captivate target audiences and accomplish project objectives by contributing new ideas and improving content editing processes.
- Participated in creative brainstorming for innovative media capabilities of department through demonstrable technical, editorial and creative storytelling skills in editing, producing, video and audio recording.

Education

Bachelor of Arts: Communications And Digital Media Studies, 05/2019

University of Minnesota - Twin Cities - Minneapolis, MN

- Minor in Digital Media Studies
- Student Technician and Teaching Assistant for Liberal Arts Technology & Innovation Services
- Elected to Co-Marketing Chair for Women's Center Student Organization in 2017

Certifications

- Certificate in Art Direction, Joel Arzu, Creative Director at Ogilvy, ELVTR | March, 2022