MESERET HADDIS



PROFESSIONAL SUMMARY

Vision-driven professional with expertise spanning video editing and production, color correction, and project management success for leading organizations

A dynamic and motivated professional with the educational background and proven work ethic to guide and support video production, editing, on-time project delivery, and more. Creative leader who is known for proactively identifying and resolving issues, with the skillset to ensure compliance with brand standards, manage creative projects, build trust-based client relationships, and deliver high-quality results within vfast-paced, deadline-driven environments. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently meet or exceed project goals. Strong knowledge of Adobe Creative Cloud and Davinci Resolve.

CORE COMPETENCIES

- Project Management
- Social Media
- Team Collaboration

- Video Production
- Color Correction
- Client Relations

PROFESSIONAL EXPERIENCE

Branded Content Creation

Process Improvement

Video Editina

MLB Network, Remote, Mar 2022 to Present

FREELANCE ASSOCIATE PRODUCER

- Employ expert knowledge of Adobe Premiere and Adobe After Effects to develop engaging and high-quality highlights and in-bumps in accordance with brand standards and project deadlines used in the *How Did they Get There* series following teams path to the Stanley Cup and NHL Breakdowns for *NHL Toniaht*.
- Align objectives and bridge communications with supervising producers and junior editors to strengthen quality of completed projects and drive on-time delivery.
- Adapt to quickly changing priorities and execute sound decisions in fast-paced production environments during live broadcasts.
- Demonstrate strong knowledge of current and emerging industry trends and stay up to date with league news and culture.
- Produced visual templates and assets in Adobe After Effects to expedite redundant processes during the crunch time of live broadcasts.
- Added creative perspective to prime-time game trailers on NHL Network by creating a visual look stylized like 80s VHS tapes.

VARIOUS CLIENTS, REMOTE, AUG 2021 TO PRESENT

FREELANCE COLORIST

- Deliver guidance and expertise to ensure alignment with brand specifications for color grading look, tone, and consistency while proactively engaging with DPs and editors on projects for Eileen Fischer and Native Shoes.
- Identify, troubleshoot, and resolve color-related video issues, such as incorrect white balance, under/over-exposed lighting, and composite fixes, via Davinci Resolve.
- Leverage strong project management skills to ensure on-time project delivery.
- Conduct reviews of completed projects to verify compliance with strict quality standards.
- Foster and maintain collaborative working relationships with internal client teams and leadership.
- Facilitate preliminary meetings with clients to understand project goals and gather requirements.

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THE MUSE, NEW YORK, NY, SEPT 2016 TO MAR 2020

VIDEO EDITOR

• Spearheaded the creation of engaging and dynamic documentary-style videos, such as coordinating client feedback, subtitles, and translation services for a WeWork Japan Japanese language testimonial.

- Capitalized on key opportunities to deliver additional value to clients and utilize unused media, including optimizing and streamlining related processes.
- Analyzed and ensured that branded social media aligned with client values and expectations, resulting in a standardized brand image across internal and external (YouTube, Instagram) platforms.

PROJECTS

- Edit/VFX Reel PW: diamondwar
- Color Reel PW: lean4reel
- The Prairie Ghost Narrative Short Film

EDUCATION AND CREDENTIALS

B.F.A. IN DRAMATIC WRITING — EMPHASIS IN TV WRITING, 2008 to 2010

New York University, Tisch School of the Arts, New York, NY, USA

Awards and Honors

Official Selection - Dakota Film Festival (2023) - The Prairie Ghost Official Selection - Twin Cities Film Festival (2023) - The Prairie Ghost Semi-Finalist - Screencraft Film Fund (2023) - A Walk on the Cold Sky

VOLUNTEERISM

East Orange Soccer Academy - Volunteer Coach Liberty Humane Society - Volunteer

ADDITIONAL INFORMATION

Technical Proficiencies: Adobe Creative Cloud, Davinci Resolve, Social Media, Blender 3D, HTML & CSS, Javascript

Interests: Soccer, hockey, swimming, sailing, writing, woodworking, programming