

K R I S T I N T I E C H E • P R O D U C E R

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OBJECTIVE:

Seasoned producer seeking new opportunity to collaborate with a creative team to produce engaging content for targeted audiences.

SUMMARY OF EXPERIENCE:

- Produce video content for corporate, education, and non-profit clients
- Collaborate with marketing teams to craft messaging, look & feel, and impact
- Plan and manage video productions in studio and remotely from concept to completion
- Create and manage budgets for large events for global companies and organizations
- Recruit and manage talented crew on set and through post-production
- Write creative briefs, scripts, and storyboards to encourage innovation in production technique
- Field produce and direct on set to ensure crew meets expectations of client
- Manage post-production schedule by creating efficient schedules and workflows
- Finish deliverables on time and on budget with a goal to exceed client expectations

WORK EXPERIENCE:

Selvavision, Producer/Director, 2008-2022

Produce video content for corporate, startup, education, and non-profit clients, such as promos, product demos, fireside chats, mini-docs, fundraising and call-to action videos. Past clients include INSEAD Business School, Zuora, SaaS, PayPal, Adobe, YMCA, Bridge the Gap College Prep, and more.

Wild Lens Inc., Producer/Director 2019-2022

Write, produce, and direct long-form content including feature documentary, "The Invisible Mammal" and podcast, "Eyes on Conservation." Collaborate with creative team to rebrand podcast. Successfully raised \$75,000 in seed funding for documentary. Expanded social media reach for organization and specific projects.

Northern California Public Media, Segment Producer, 2018-2020

Produce segments for series, "Bay Area Bountiful," featuring stories about the environment, nature, science, and sustainability in the San Francisco Bay Area. Concept to completion story delivery, including research, writing, field producing, filming, editing, and graphics.

As You Sow, Video Producer, 2018

Create short-form call-to-action and explainer videos for social media to increase stakeholder engagement. Strategize to optimize engagement and impact on website and in social media.

GoPro, Producer/Editor, 2016

Collaborate with creative team to produce and edit pilot episodes of new adventure travel series for the GoPro YouTube Channel. Listen to feedback from supervisors and make changes to story and style.

LinkTV, Promotions Producer, 2011-2012

Produce, write and edit promos directed to viewers for Link TV programming for on-air broadcast and social media. Plan marketing and amplification strategies with production, design and social media departments to enhance viewer affiliation for popular programming. 35 million households reached.

Technical Skills

Canon, Sony, and Panasonic cameras
Adobe Premiere Pro & Creative Suite
Avid Media Composer
Frame.io, Slack, Monday, Asana
English, French, and Spanish

Qualities

Congenial personality
Strong leadership skills
Committed to high production value
Reliable, flexible, and efficient
Solutions-oriented team-player

Education

Master of Arts, S.I. Newhouse School of Public Communications, Syracuse University – TV-Radio-Film, NATAS awards for screenwriting and sound design