

KRISTIN TIECHE

San Francisco, CA | 323-243-1585 | ktieche@gmail.com | linkedin.com/in/kristintieche | kristintieche.com

PRODUCER-EDITOR

Creative and accomplished producer and editor with over a decade of success writing, producing, directing and editing best-in-class video content for broadcast, corporate, education, and non-profit clients.

Track record of planning, filming, and editing video content for a wide range of platforms. Expert in optimizing written content for digital audiences, developing digital content strategies, and improving the production and shareability of content. Well-versed in identifying opportunities for multimedia storytelling; sourcing appropriate visual and audio content; interpreting findings from social media, email, website, and other media to build a culture of high-performing content.

- Capacity to uncover opportunities for new storytelling based on SEO, the latest technology tools, and priority-aligned trending topics in social media.
- Proficient in leading end-to-end production and post-production teams and workflows for short and long form content and series.
- Expertise in creating compelling and engaging non-fiction and branded content for a wide range of clients; skilled at improving story in the edit.
- Proficient in quickly grasping and utilizing new technical concepts in a productive manner to improve post-production workflows, both remotely and on-site.

CORE PROFICIENCIES

Video Production | Post-Production | Creative Direction | Video Editing | Production Management | Content Production
Team Leadership | Creative Planning & Analysis | Budgeting | Screenwriting | Cinematography | Creative Writing
Ideation | Content Strategy | Storytelling | Issue Resolution | Client Relations | Fundraising
Project Management | Content Distribution | Story Delivery | Internal & External Communication

PROFESSIONAL EXPERIENCE

Senior Producer/Creative Director, Selvavision, San Francisco, CA/Remote

2008 to Present

Conceptualize and produce video content for corporate, startup, education, and non-profit clients, including promos, product demos, tutorials, fireside chats, mini-docs, fundraising, animation, and call-to-action videos. Partner with marketing and legal teams to craft messaging, style, and impact. Plan and oversee video productions in the studio and remotely from concept to completion. Set and manage budgets for large events for global companies and organizations. Hire and develop talented crew on set and through post-production. Author creative briefs, scripts, and storyboards to drive innovation in production techniques.

Selected Clients:

- ✓ INSEAD Business School
- ✓ Zuora
- ✓ PayPal
- ✓ GoPro
- ✓ NHK Japan

Non-Profit Clients:

- ✓ San Mateo County Libraries
- ✓ Sustainable Future Outdoor Academy
- ✓ Bridge the Gap College Prep
- ✓ YMCA
- ✓ Town of Atherton

Editor, Freelance, Remote

2003- Present

Edit a wide range of unscripted, non-fiction programming for broadcast, cable, festival and theatrical release. Experience with docu-series, feature documentaries, true crime, reality, lifestyle, travel, history, educational, spiritual, cultural, wildlife, and science programming, including:

- ✓ *Building Impossible* (Nat Geo)
- ✓ *Someone They Knew with Tamron Hall* (Court TV)
- ✓ *Judgment with Ashleigh Banfield* (Court TV)
- ✓ *Animals Gone Wild* (Nat Geo Wild)
- ✓ *Aerial America* (Smithsonian)
- ✓ *Global Spirit* (PBS World)
- ✓ *Unlikely Animal Friends* (Nat Geo)
- ✓ *\$40 A Day* (Food Network)

Producer, CrunchLabs, Mountain View, CA

2023

Produced, coordinated, and managed filming in 21 remote locations across the United States for the Mark Rober YouTube Channel. Recruited and communicated with 21 homeowners and 21 production assistants. Trained and prepared production assistants for independent remote work. Solved problems to ensure successful workflow and quality footage.

Senior Producer, Wild Lens Inc., Remote

2019 to 2022

Produced and directed documentary films, including *The Invisible Mammal* (in post-production) and *Change in the Clouds* (in production). Planned shoots both domestically and internationally. Produced and edited episodes for organization's most popular podcast, *Earth to Humans*. Partnered with creative team to revive and rebrand podcasts and to widen social media audiences for films and podcasts.

Selected Accomplishments:

- Raised \$85K in seed funding for documentary.

KRISTIN TIECHE

- Optimized social media reach for the organization and specific projects.
- Identified funding and audience expansion opportunities for organization, its members and their projects.

Segment Producer, Northern California Public Media/KRCB, San Francisco, CA

2018 to 2020

Conceptualized, produced, and directed segments for the series, *Bay Area Bountiful*, which featured short films regarding the environment, nature, science, and sustainability in the San Francisco Bay Area. Oversaw all aspects of story delivery from inception to completion, including research, writing, field producing, filming, editing, and graphics.

Selected Accomplishments:

- Screened *Literacy for Environmental Justice: Cultivating Youth Leaders in Southeast San Francisco* at six film festivals.
- *The Presidio Tunnel Tops: Connecting Ecosystems, History, and People* picked up for a series about climate change solutions by NHK Japan.

Video Producer, As You Sow, Oakland, CA

2018

- Authored and produced call-to-action and explainer videos about sustainable economics and finance to maximize stakeholder engagement.
- Strategized with leadership to drive engagement and improve impact on the website and in social media.

Senior Producer, Human Streets, San Francisco, CA

2017-2018

- Produced, directed, and edited video content for a daily online journalistic publication focusing on sustainable transportation and cities.
- Created a strategy and identity for social media video content adherent to journalistic practices.
- Created new video series, *Women Just Want To Be Safe*. Received "Best Emerging Idea" award at New Urbanism Film Festival.

Producer/Editor, Ecodeo, San Francisco, CA

2016- 2018

Produced, edited, and post-produced short-form video content and calls-to-action for eco-innovators and environmental non-profits, such as Amazon Watch.

Producer/Editor, GoPro, San Mateo, CA

2016

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

Line Producer, In the Light Productions, San Francisco, CA

2014

Rendered local production services for the feature environmental documentary *Love Thy Nature* (Amazon Prime), including location scouting, permitting, casting, production and travel coordination, equipment/studio rental, and transportation.

Editor, Al Jazeera, San Francisco, CA

2012- 2013

Repackaged international television programming for broadcast on American television. Localized subtitles into American English. Conformed all programming according to American broadcast specs. Edited short-form content for digital platforms.

Producer/Editor, CBS-5/KPIX, San Francisco, CA

2006-2013

- Served as an editor and producer for the popular half-hour lifestyle series, *Eye on the Bay*.
- Earned two Emmy nominations.
- Produced and edited promotional packages for nightly news broadcasts.

Promotions Producer/Editor, LinkTV, San Francisco, CA

2011-2012

Produced, wrote, and edited promos directed to viewers for network's programming for on-air broadcast and social media. Created creative marketing strategies with production, design, and social media departments to enhance viewer affiliation for the network's most popular shows.

Producer/Editor, Dun & Bradstreet, San Francisco, CA

2008- 2011

Produced and edited business best practices online video content, including a series about SBA award-winning small business owners.

EDUCATIONAL EXPERIENCE

Adjunct Professor, Film & Television Department | Diablo Valley College

Teaches beginning and intermediate digital video editing to community college students from the East Bay.

Master of Arts, TV-Radio-Film | S.I. Newhouse School of Public Communications, Syracuse University

NATAS awards for screenwriting and sound design

Technical Skills: Adobe Premiere Pro & Creative Suite | Avid Media Composer | Canon, Sony, & Panasonic Cameras | Frame.io | Monday | Asana | Slack | MS Office

LANGUAGES

English & French – Fluent | Spanish – Proficient | Portuguese – Basic