

# KRISTIN TIECHE

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## 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 corporate, education, and non-profit clients.**

Track record of planning, filming, and editing various videos 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 content, including images, illustrations, and videos; 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 quickly grasping and utilizing new technical concepts in a productive manner complemented by the ability to accomplish multiple tasks in a challenging environment to achieve organizational objectives.
- Expertise in creating compelling character-driven story arcs for non-fiction content.

### CORE PROFICIENCIES

Creative Planning & Analysis | Content Creation & Production | Team Leadership | Issue Resolution | Video Production | Post-Production  
Video Editing | Writing & Directing | Production Management | Budgeting | Screenwriting | Cinematography | Film Production | Creative Writing  
Ideation | Content Strategy | Creative Strategy | Storytelling | Client Relations | Creative Direction | 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
- ✓ Adobe
- ✓ Dell EMC

##### 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 television 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)

#### Fixer, 10.7 Productions, San Francisco, CA

2023

Deliver local production services for international production crew for a branded content series. Performed a wide range of duties, such as location scouting, crew recruitment, permitting, equipment rental, travel coordination, craft services, and troubleshooting.

#### Senior Producer, Wild Lens Inc., Remote

2019 to 2022

Produced and directed documentary content, including the feature documentary, *The Invisible Mammal* (in post-production) and *Change in the Clouds* (in production). Produced and edited episodes for organization's most popular podcast, *Eyes on Conservation*. 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.
- Optimized social media reach for the organization and specific projects.

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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 short-form call-to-action and explainer videos for social media to maximize stakeholder engagement.
- Strategized to drive engagement and improve impact on the website and in social media.

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.

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.

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

2014

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

Fixer, THE Productions, San Francisco, CA

2012

- Delivered local production services for international television series *On the Wine Road* (Fox International), including location scouting, permitting, scheduling, production and travel coordination, and craft services.

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.

Senior Producer, Human Streets, San Francisco, CA

2017-2018

- Produced, directed, and edited video content for a daily online journalistic publication focusing on urbanism and sustainable transportation.
- 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.

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.

## EDUCATION & CREDENTIALS

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

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

## LANGUAGES

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