



## // Contact

**Heather A. Haynsen**

## // Social

 /haynesha  
 @haynesha

## // Professional Statement

**M**y enthusiasm for and experience with photo and video production began as a hobby almost two decades ago. Working with Photoshop and Premiere to create music videos and home movies, I started to cultivate what is now both a profession and a life purpose. Through more formal training and experience, I continually fulfill my passion for creating succinct scenes and engaging stories with great characters and stunning visuals.

## // Experience

2016 -  
present

### **Pearson Online & Blended Learning**

Sr Video Production Specialist

Collaborate cross-departmentally in pre-production, recording, directing, editing, and post-production of audio and video content to create meaningful narratives.

Co-manage elaborate audio and visual projects, to include writing technical requirements, reviewing content, and managing competing deadlines.

Expertly navigate a fast-paced Agile environment with quick turnarounds while upholding the highest standards and integrity for the client's needs.

Work with department managers to lead development and application of procedures and best practices that implement quality control and cohesion within and across brands.

2011 -  
present

### **Self-Employed**

Editor, Videographer, and Photographer

Provide high-quality post-production and editing, videography, and photography for a variety of clients, including Round Table Companies, Super Art Fight, and Backcountry Edge, demonstrating respect for diverse needs and requirements.

Collaborate with clients to understand and deliver multimedia products that convey the visual tone of their storytelling, including brainstorming with examples.

Establish best practices training and strategy support to best meet the multimedia needs of a diverse client base.

2012 -  
2016

### **Mettler-Toledo AutoChem**

Multimedia Developer

Directed and produced audio, video, and photo content for high value nurturing tools in support of marketing campaigns, product launches, and ad hoc tutorials.

Exhibited composure under the pressure of filming and precisely editing video of inimitable, complex chemical reactions.

Supported successful webinar events with high quality recording and conversion.

Worked with SMEs to communicate convoluted scientific concepts through creative multimedia solutions and storytelling.

Developed company-wide multimedia best practices and procedures as the solo multimedia contributor for the organization.

## // Skills

### Professional

Photoshop	● ● ● ● ●
Premiere Pro	● ● ● ●
After Effects	● ● ●
Illustrator	● ●
Microsoft Word	● ● ● ●

### Personal

Organization	● ● ● ●
Communication	● ● ● ●
Time Keeping	● ● ● ● ●
Team Player	● ● ● ●
Commitment	● ● ● ● ●

## // Experience, continued

2011 -  
2012

### Ohio University

Graduate Assistant for College of Health Sciences and Professions

Skillfully filmed, photographed, and edited journalistic and editorial content for web and print to achieve consistency and continuity in storytelling.

Edited photographs and video with speed and distinction to meet important deadlines.

Produced and directed creative content as an individual contributor and under the guidance of a writer and/or artistic director.

2008 -  
2009

### The Capital

Photo Intern (2008), Freelancer (2009)

Photographed daily news and editorial assignments as an individual contributor, a backup photographer, and working closely with other photographers.

Edited photographs for both print and web on tight deadlines.

Surveyed Baltimore Sun Media Group, newswires, and competitions to ensure visual storytelling met or exceeded existing standards.

2007 -  
2008

### The Picture People

Senior Assistant Manager

Directed and photographed customers.

Coordinated in-studio marketing events.

Trained new employees on use of proper equipment and software for achieving consistency, continuity, and high visual standards.

2003 -  
2010

### Medieval Times

Photo Lead (2003 - 2008), Day Shift Supervisor (2008 - 2010)

Directed and photographed customers.

Supervised team photography and trained new employees.

Edited, printed, and organized photographs.

2005 -  
2007

### Susquehanna University

Photo Editor for The Crusader

Edited photographs for a weekly student-run news publication with print and web presence.

Surveyed broadcasts and newswires for trends and ideas regarding visual storytelling.

// Extracurricular

**Volunteering**

Baltimore TreeKeepers, 2018  
 Baltimore Weed Warriors, 2017

**Continuing Education**

Adobe After Effects Training, 2015  
 Adobe SpeedGrade Training, 2014  
 UNC Multimedia Boot Camp, 2013

// Education

2017 - present

**M.A. Strategic Communication**

Washington State University, GPA 4.0

Includes coursework in Campaign Management, Brand Development & Crisis Communication, and a written portfolio that demonstrates excellence as a modern storyteller through work targeted towards social media, blogs, corporate communication, and traditional research.

2010 - 2012

**M.A. Visual Communication**

Ohio University, GPA 3.5

Included coursework in Journalism Law & Ethics as well as Photo, Audio & Video production and editing, and a multimedia portfolio at exhibits expertise in digital media through news, editorial, and documentary content.

2007 - 2009

**Cert. Photography**

Anne Arundel Community College, GPA 4.0

2004 - 2007

**B.A. English & Music**

Susquehanna University, GPA 3.5

// Portfolio

**1. Intro to Pearson OBL**

Produced animated overview of working at OBL for Glassdoor & prospective employees, 2018.

**2. The Victorian Petal**

Acted as Social Media Manager for wedding floral design digital campaign, 2018.

**3. This is Super Art Fight**

Filmed and edited live Super Art Fight recap and promotional video for potential venues, 2016.

**4. New Mexico**

Edited and co-filmed New Mexico Connections Academy marketing video, 2016.

**5. ParticleView**

Directed, produced, filmed, and edited introduction to Mettler-Toledo AutoChem V19 probe and iC PVM software for chemists, 2015.

**6. Modern Old-Time Fiddling**

Filmed and edited short documentary on the modernization of American fiddle tradition, 2012.

**7. Soul of Athens**

Co-produced audio, visual, and written team projects on the topic "Civil Liberties," 2012.

