

CHELSEA PARLER

Creative Content Producer, Videographer & Editor



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SUMMARY

A combined ten years of experience in sports production, documentary filmmaking, creative marketing and motion graphics have shaped my expertise in digital media. I excel in my commitment to quality; laying foundations and setting standards for every company I've been a part of!

PROFESSIONAL EXPERIENCE

Producer, Videographer & Editor

- [Texas General Land Office](#) 📅 05/2020 - Ongoing 📍 Austin, TX
- Agency wide video coverage for coastal campaigns, education and environmental initiatives, land & recovery projects as well as sustainability & historical landmark preservation initiatives.
 - Collaborate with production crews to create cross-platform social media content for the Veteran's Land Board.
 - Brainstorm with team members on creative ads, podcasts, and video series.

Motion Media Designer, Producer, Videographer & Editor

- [Feniex Industries](#) 📅 2017 - 2019 📍 Austin, TX
- Coordinated all pre and post production video needs for over 200 marketing campaigns and projects; aiding to the successful launch of 22 new products.
 - Increased department productivity by 70% through managing production schedules, and tracking team deliverables for all major video campaigns.
 - Ran point on cross channel campaign needs including storyboarding, scripting, shooting & editing studio and lifestyle photos, videos & graphics.
 - Researched, pitched and implemented innovative ideas to build brand awareness through creative ad sets, virtual tours, product videos & blogs.
 - Took initiative on the growth of all social channels; measuring campaign results using google analytics, and studying audience retention rates across all social platforms to understand audiences and increase overall SEO value.

Senior Videographer & Editor

- [University of Texas Athletics](#) 📅 2012 - 2017 📍 Austin, TX
- Played a critical role in development of the internal video department through organizing, and establishing office structure and workflow.
 - Co-produced, directed, shot and edited the departments first ever 6-part documentary series called "Longhorn Legends."
 - Produced, shot and edited weekly content for [texassports.com](#); directing teams on and off camera for recruiting pieces, in-game video board content and dynamic intro videos for all 21 sports at Texas.
 - Traveled nationally and internationally managing workloads, deadlines and covering NCAA Championships, College World Series, and more.

Producer, Videographer, Editor

- [University of South Carolina Athletics](#) 📅 2010 - 2012 📍 Columbia, SC
- Played a key roll in the creation and production of the four-time Emmy Award winning sports reality show called "Gamecock Confidential".
 - Produced, shot and edited award winning intro videos, sports features, & highlights; streaming and weekly coverage of games for all of USC's sports on [gamecocksonline.com](#).
 - Assisted in the weekly production of The Ray Tanner, Dawn Staley, and Steve Spurrier Show; lead producer of select digital elements using Adobe AE.

CERTIFICATIONS

[Google Analytics Beginners Certified](#)

Google Analytics Online Academy

SOFTWARE

Adobe Creative Suite Red Giant Magic Bullet Final Cut Pro

EDUCATION

Bachelor of Arts-Communication & Broadcast Journalism
[The University of South Carolina](#)

📅 2012

PROUDEST ACHIEVEMENTS



Emmy Award Winning Reality Series "Gamecock Confidential"

Successfully conceptualized, produced, shot and edited for the departments first, and on-going, reality series. My team at Gamecock Productions received two Regional Emmy awards & 7 Telly Awards (2 silver and 5 bronze) in 2011 for this series.



University of Texas "Longhorn Legends" Documentary Series

Produced, directed, shot and edited the departments first ever six-part documentary series. Collaborating with the Longhorn Foundation on final distribution; resulting in an increase of alumni donations to The University of Texas.

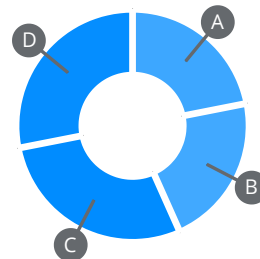
CORE STRENGTHS



Project Management & Leadership

Capable of managing multiple projects under tight deadlines. Trusted by directors and peers to drive a project from ideation to completion through developing workflows, organizing deliverables, and executing with consistency.

MY WEEK



- A** Brainstorming & team collaboration.
- B** Researching, organizing & implementing.
- C** Capturing dynamic footage with my camera skills. (Nikon, Cannon, Sony, Panasonic)
- D** Creating killer content with Adobe Suite.