

CHELSEA PARLER

Creative Content Producer, Videographer & Editor

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SUMMARY

A combined thirteen years of experience in sports production, documentary filmmaking, branded product marketing and motion graphics have shaped my expertise as a content creator. I excel in my commitment to quality; laying foundations and setting standards for every company I am a part of!

PROFESSIONAL EXPERIENCE

Senior Content Creator

[Camp Gladiator](#) 📅 11/2021 - Ongoing 📍 Austin, TX

- Lead producer, videographer and editor for Camp Gladiators outdoor, online, and on-demand fitness platforms.
- Build, pitch and implement video strategies for various events and campaigns alongside the marketing team.
- Execute creative concepts for all fitness & nutrition campaigns, gear & product launches, fundraisers, testimonials, recruiting, events and more.
- Cover Fitness classes including staging and conducting on camera interviews.
- Produce scripts, storyboards, shot lists & voice-overs for all major launches.

Producer, Videographer & Editor

[Texas General Land Office](#) 📅 05/2021 - 11/2021 📍 Austin, TX

- Provided agency wide video coverage for coastal campaigns, educational content, and environmental initiatives.
- Produced digital marketing ads, podcasts & social content on a weekly basis.
- Covered disaster recovery projects, historic landmark initiatives, and groundbreaking events throughout Texas.
- Collaborated with external production crews to create award-winning cross-platform social media content for the Veteran's Land Board.

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 story boarding, scripting, shooting & editing studio and lifestyle photos and videos.
- Researched, pitched and implemented innovative ideas to build brand awareness through creative ad sets, live streams, product videos & blogs.
- Took initiative on growing all social channels, measuring results using Google Analytics, and studying audience retention rates to improve overall SEO.

Senior Videographer & Editor

[University of Texas Athletics](#) 📅 2012 - 2017 📍 Austin, TX

- Played a critical role in development of the internal video department's office structure and workflow as well as digital asset management.
- Co-produced, directed, shot and edited the departments first ever 6-part documentary series called Longhorn Legends.
- Directed 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 covering NCAA Championships, The 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 award-winning intro videos, sports recaps, features & reality shows.
- Responsible for weekly streaming of games for all of South Carolina's sports on gamecocksonline.com, as well as assistance with the weekly production of The Ray Tanner, Dawn Staley, and Steve Spurrier Show.


EDUCATION

Bachelor of Arts-Communication & Broadcast Journalism




[The University of South Carolina](#)

📅 2012

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 & executing deliverables.

PROUDEST ACHIEVEMENTS

-  **The Veterans Land Board & Proscalar**
Produced video content to support multi-platform social media engagement campaign through 2021 reaching 1.6 million Texas Veterans with over 4 million post views and earning 14 international marketing awards.
-  **University of Texas "Longhorn Legends" Documentary Series**
Produced, directed, shot and edited the departments first ever six-part documentary series. Resulting in an increase of alumni donations to The University of Texas & The Longhorn Foundation.
-  **Emmy Award Winning Reality Series "Gamecock Confidential"**
Conceptualized, produced, shot and edited for the departments first, and ongoing, reality series "Gamecock Confidential". This series received two Regional Emmy Awards & 7 Telly Awards (2 silver and 5 bronze) in 2011.

MY WEEKLY FOCUS

[Planning, Organizing & Time Management](#)



[Creating Killer Content](#)



[Spoiling My Dog, Cosmo](#)



[Getting Inspired With New Ideas](#)



CERTIFICATIONS

[Google Analytics Beginners Certified](#)
Google Analytics Online Academy