



NANCY DIEDRICHS

VIDEO EDITOR, CREATIVE DIRECTOR, SOCIAL MEDIA

859-533-2873

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References available upon request.

PROFILE

Experienced video producer with 18 years in the industry, I have successfully navigated the entire video production process from concept & copywriting to post-production - both in agency and remote settings - to produce compelling yet cost-effective campaigns. My professional experience also allows me to extend my skills to art direction, graphic design, presentations/pitches and social media campaign development and management.

WORK EXPERIENCE

Diedrichs Media LLC, Remote

June 2017 - Present

- Built independent business freelancing for multiple clients.
- Projects & industries include: author book promotions & releases, fundraising, tourism, real estate, legal, B2B, B2C, healthcare, public service, & more.
- Skills: Creative Direction, Brand Development, Graphic Design & Logos, Campaign Strategy, Research, Video & Audio Development & Hands-On Production, Analytics & Budget Monitoring.

CJ Advertising, KY

June 2004 - 2017

- Creative Direction/Copywriting: branding, writing, editing and graphic design for traditional and new media advertising
- Video/Broadcast editing: graphics, animation & footage for digital video, broadcast media & presentations
- Administrative/Media Planning: managing staff & job flow, estimates, invoices and billing
- Social Media Marketing: paid ad campaigns & management

OTHER EXPERIENCE

- Photography & videography
- Talent direction
- Management of teams
- Menu development, culinary arts
- Original composition, soundtrack editing
- Pre-pandemic remote worker

EDUCATION

University Of Kentucky

2003

B.A. in Fine Arts New Media, Cum Laude

TECHNICAL EXPERTISE

- Final Cut Pro X, Creative Suite (Photoshop, InDesign, Illustrator, etc.), Premiere, Motion; various programs for social media, captions & reels
- Soundtrack, Cubase, Garage Band,
- Word, Pages, Office, Excel, Numbers, PowerPoint, Keynote,
- Experienced with remote team working systems including Dropbox, Google Drive, Vimeo, Zoom, Slack & Monday.com