

ASHLEY HEILIG

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PROFESSIONAL SUMMARY

Senior Video Editor and Content Developer with 15+ years of comprehensive experience in video editing, motion graphic design, animation, creative design and digital content development for both industry focused and educational platforms. Proven track record of leading video production teams to execute projects for digital platforms. Possesses three Adobe Certifications in Digital Video and Visual Design paired with a strong portfolio.

CREATIVE EXPERIENCE

- Video Editing
- Videography
- Motion Graphics
- Color Correction
- Audio Mixing and Mastering
- Social Media Content Development
- Photo Editing
- Visual Design
- Typography
- UI/ UX Design
- Creative Design
- Brand Identity
- Color Theory

WORK HISTORY

AUGUST 2018-CURRENT

SENIOR VIDEO EDITOR | Rodman Media Corp | Montvale, NJ

- Oversees video development for 13+ media trade publications for B2B brands
- Video projects include interviews, corporate event promotions, product education, brand development, social media-based content and podcast visualization
- Independently restructured video department by developing content strategies which allowed production of complex projects, increased digital content quality and maintain company branding
- Supervise and lead a team of video editors to help execute monthly deliverables and ensure on time delivery
- Held in-house educational seminars on design software programs including Adobe Creative Cloud Suite: Premiere Pro, Photoshop and After Effects
- Manages and executes all post-production including color correction, audio processing, UI design, digital design graphic development for social media and website launches
 - Post-production programs utilized: Premiere Pro, After Effects, Photoshop, Audition, and Illustrator
- Established open communication with executive leadership for departmental needs including proposals and budgets
- Brought in \$260K revenue through the development of remote interview Videobite series with 200+ episodes
 - Spearheaded and elevated client digital interviews
 - Directing, editing, development of promotional artwork and quality control for final delivery

AUGUST 2013-FEBRUARY 2018

MULTIMEDIA ARTIST | Conair Corp | Stamford, CT

- Developed product videos for retailers including Best Buy, Amazon, QVC, CVS and Conair.com
- Launched technology update and education on new hardware and software
- Contributed to in-house video responsibilities including:
 - Set development, camera and lighting placement, directing and filming, quality control to ensure talent, product and packaging were properly captured
 - Additional duties entail editing, animations, client review and delivery
- Created multiple video campaigns including:
 - Production/animation for True Glow Light Therapy products
 - Filming/editing DermaRadiance webinar series for Satin Smooth
 - Animating informational videos for Babyliss Pro products that were displayed in 5 different languages at Cosmoprof
- Aided with development of creative briefs by collaborating with Marketing Representatives, Art Directors and other Creative Department team members
- 40% increase in video requests since promotion from consultant to full time staff in Feb 2014.

FEBRUARY 2012-SEPTEMBER 2012

JUNIOR WEB DEVELOPER | Client Attraction LLC | Stamford, CT

- Single-handedly managed all in-house livestreams, promotional videos and weekly e-zines
- Executed camera, lighting and audio set-up for live and pre-recorded segments
- Responsible for edits, publishing and online distribution of all video content
- Assisted web team with creation of advertisement banners for product and event launches and aided with HTML email campaigns
- Developed web and video content for the launch of two annual client workshops

MORE WORK EXPERIENCE AVAILABLE UPON REQUEST

TECHNICAL EXPERIENCE

Adobe Creative Cloud Suite (Premiere Pro, After Effects, Photoshop, Audition, Illustrator, InDesign), Video Editing Platforms (DaVinci Resolve, Final Cut Pro X), Screen Capture Programs (ScreenFlow, OBS), Microsoft Office (Word, Excel, Teams, One Note, One Drive, PowerPoint)

CERTIFICATIONS

- Adobe Professional in Digital Video – Credly – 6/2021- 6/2024
- Adobe Professional in Video Design – Credly – 6/2021- 6/2024
- Adobe Professional in Visual Design – Credly – 2/2022- 2/2025

EDUCATION

Bachelor of Arts: Communications, Radio and Television, Graphic Design
Rider University
Honors: Cum Laude, Lambda Pi Eta