

Carol McPherson

MULTIMEDIA/VIDEO PRODUCER

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[LinkedIn](#) [Reel/Portfolio](#)

EXPERIENCE

Freelance Video Producer/Editor, Boston, MA

MAY 2020 - PRESENT

- End-to-end video production, including sound, color, and motion graphics for multiple formats (online content, social media advertising, feature film, testimonial, etc.)
- Youtube and digital video strategy consultation
- Image/footage/music sourcing and licensing
- *Clients:* Wicked Good Results (Editor and Animator), The Princeton Triangle Club (Editor and Visual Effects Supervisor), M2 Thermal Solutions (Editor), Jobcase (Strategy Consultant), Josh Roberts (Editor)

SmarterTravel, Boston, MA

Video Editor/Creator

SEPTEMBER 2019 - MAY 2020

- Created 90+ videos for Youtube/across social channels (pre- through post-production, SEO, analytic reporting, etc.) and WordPress site
- Increased YouTube subscriber base by 2,000+ and increased revenue by 8x previous earnings
- Worked with PR companies/brands/tourism boards to secure on-location shoots and partnerships
- Produced/edited/voiced premiere podcast, *Virtual Vacations*, to a premiere audience of 500 listeners
- Pitched/designed in-house production studio
- Became the go-to person for cross-platform social video strategy to increase engagement and audience retention

Interlock Media, Cambridge, MA

Lead Editor/Production Assistant

JUNE 2019 - JULY 2019

- Led a team of volunteer editors working on the documentary film *Fuller (2020)*

Paramount Television/20th Century Fox, Greater Boston Area

Locations Production Assistant

JULY 2019 - AUGUST 2019

- Locations PA (*Free Guy*) responsible for set lock-up, locations maintenance

Set Production Assistant

JULY 2019 - JULY 2019

- Set PA (*Defending Jacob*) responsible for set lock-up

SKILLS

Adobe Creative Cloud

(Premiere, After Effects, Photoshop, Lightroom, Acrobat, Media Encoder)

Final Cut Pro

Production Equipment
(Camera, Lighting, Audio)

Microsoft Suite

(Word, Excel, PowerPoint, Outlook)

Google Analytics Certified

Google Analytics Academy

Social Media Marketing Certified

Hubspot Academy

AWARDS

Commonwealth Honors College Research Grant Recipient

for documentary *Resonance (2019)*

2018 Five College Film Festival Selection

Still, Life (2018)

EDUCATION

University of Massachusetts

Amherst, Amherst, MA

Bachelor's of Communication
Bachelor's of Anthropology
Film Studies Certificate

SEPTEMBER 2015 - MAY 2019

GPA: 3.98

Summa Cum Laude

American University of

Rome, Rome, Italy

Study Abroad Program

JANUARY 2018 - MAY 2018

Joslin Diabetes Center, Cambridge, MA
Production Assistant/Camera Operator (Freelance)

SEPTEMBER 2014 - AUGUST 2019

- Responsible for set-up/breakdown/transportation of equipment
- Camera operation/on-location sound recording

Volunteer Multimedia/Communications Intern

JUNE 2014 - AUGUST 2015

- Created an in-depth multimedia, interactive timeline of the history of Joslin Diabetes Center for Joslin website

Amherst Media, Amherst, MA
Production Assistant

JANUARY 2019 - MAY 2019

- Camera operator for in-studio shoots and on-location assignments
- Switchboard operator for livestream events
- Received hands-on training as a floor manager, director, & camera operator
- Responsible for post-production in Final Cut Pro

Marine Biological Laboratory, Woods Hole, MA
Production Assistant/Assistant Cinematographer

AUGUST 2018

- Responsible for set-up/breakdown/transportation of production equipment
- Sound recordist for interviews/ambient noise

Waters Corporation, Milford, MA
eCommerce/Marketing Intern

JUNE 2016 - AUGUST 2016; JUNE 2018 - AUGUST 2018

- Developed new e-marketing and shipping strategies for updated B2B eCommerce platform through deep dive research and interdepartmental collaboration
- Assisted video production team of web series *Behind the Science*.

Massachusetts Water Resources Research Center, Amherst, MA
Communications Assistant

SEPTEMBER 2016 - DECEMBER 2016

- Interviewed researchers formerly funded by the WRRC and wrote researcher profiles published on the WRRC and National Institute for Water Resources (NIWR) websites
- Created new organizational system for data files from ongoing statewide water research project

PROJECTS

Resonance

Documentary Film

A senior thesis film taking a holistic look at music as a conduit for community and communication through an anthropologically-based, multidisciplinary lens.

Roles:

Producer
Director
Editor

Fuller

Documentary Film

A film chronicling the life and work of 19th century feminist and transcendentalist Margaret Fuller. Set for 2020 release.

Roles:

Volunteer Editor
Editing Team Leader

All Underdogs Go to Heaven

Feature Length Film

Produced by the Princeton Triangle Club

Roles:

Editor
Visual Effects Supervisor

LANGUAGES

Spanish (proficient)