

# MACAELA VANDERMOST

## MOTION MEDIA CREATIVE

### SUMMARY OF QUALIFICATIONS

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- Ability to push the creative envelope while staying **ON BRAND, ON BUDGET, AND ON SCHEDULE**
- **Non-Linear Video Editing Applications:** Avid Express Pro, Final Cut Studio, After Effects
- **Graphic Design/Web:** Photoshop, Illustrator, Dreamweaver, hand code HTML

### RELATED WORK EXPERIENCE/CREDITS

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- ***Digitas, Boston, MA 2007-present***

**Duties:** Execute innovative video-based creative for major websites, OLAs, microsites, and banner ads. Keep current on trends in advertising, design, and social networking. Daily use of: Final Cut Studio, Photoshop, After Effects

- ***CDIA at Boston University, Waltham, MA 2007-present***

**Duties:** Instruct courses for the digital film department including: Video Editing, Sound for Production, DVD Authoring, and Preproduction for Independent Film

- ***Viewpoint Creative, Needham, MA 2006 - 2007***

**Duties:** Editorial and Producing for several major clients including WETV, SciFi, Harvard Law School, Gillette, and others for bicoastal design an advertising firm. Manage day-to-day equipment and personnel resources, including Flame, Smoke, AFX, and FCP suites, as well as over 25 staff members and freelancers.

- ***XY.TV, Boston, MA 2003-2006***

**2005-2006 Duties:** Supervise all aspects of postproduction for nationally syndicated show, *Secret Lives*. Responsibilities include: managing a team of Avid editors, maintaining equipment, supervision of live switching, content editing, and ensuring proper upload and encoding to satellite servers.

**2003-2005 Duties:** Content produce and edit nationally broadcast television show *Common Ave* using Avid Xpress Pro. Manage and train Post Production Interns. Encode and upload final product into servers.

- ***Zoom Culture Production Inc, Chapel Hill, NC 2001-2003***

**Duties:** Produced and edited show content for variety of broadcast television shows. Shows included *Hip Hop Nation*, nationally syndicated on NBC, *Playground Earth*, in pre-production for national syndication FOX Sports, and *Women in Comedy*, on PAX, and *Perspectives*, in pre-production for CNN.

### EDUCATION

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- **Bachelor of Science, Digital Cinema and Multimedia Design**

*New England Institute for Art and Communications*

- **Associate of Science, Radio and Video Production**

*New England Institute of Technology*