

Randi Himelfarb Producer Editor

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QUADRA MEDIA 2010 - 2011

Established an online video presence for INKED Magazine. Worked closely with publishers, editors and mobile providers to ensure consistency across multiple platforms and mediums. Noted for securing long-term video sponsorship with Jägermeister by producing and editing original branded videos.

OGILVY & MATHER 1998 - 2006

Selected by CEO's to help launch new video studio. Leveraged existing content from Fortune 500 clients (AT&T, IBM, Sprite, Kodak, Unilever) to create new revenue stream. Produced, shot and edited videos with a 24 hour turnaround. Created over 173 videos shown in 28 languages with over 56 million global views.

UNIVERSITY OF SOUTHERN CALIFORNIA 1989 - 1991

School of Cinema Arts
Film/Television Production, B.A.

01

02

03

04

05

2006 - 2010 **HIMELFARB FILMS**

Consulted onsite and remotely in multiple video capacities including content management and tech support. Recognized for low-cost production solutions and improving quality of video with story and motion graphics. **HIGHLIGHT:** Generated record-breaking hits for Wired.com with a news feature about Richard Branson's commercial spaceship.

then - now **KUDOS**

YouTube Top Honors. Most Viewed Director This Week.
Reporting the iPhone Launch.
Best Cell Phone Film. *Atomfilms.com.*
The Complete Guide to Film Schools/TV Courses.
Published author (Penguin '81).
Taught my dad how to use his new computer.

SKILLS

Photoshop
Illustrator
inDesign

Avid

ProTools
Soundtrack
Logic

Xsan
Magic
Bullet

AfterEffects
Motion
Cinema 4D

Wireless
Platforms

Google
Analytics

Easy
Workflows
Encoding
Compression

DSLR
HD,3D,P2
Camera
Operation
and Edit

Animate
logos, titles
people
products

Final Cut Pro
Certified

Blog
Integration

Xsan

Dreamweaver
Flash
(X)HTML
Java

Keyword
Meta-
tagging

Journalist

Last
minute
revisions

Translate
technical jargon
to non-technical
team members

Nice

Spot
elements
in footage
to create
story