

# Randi Himelfarb Producer Editor

www.himelfarbfilms.com

r.himelfarb@gmail.com

917-667-4289

**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

Nice

Spot  
elements  
in footage  
to create  
story

Translate  
technical jargon  
to non-technical  
team members