



## RANDI HIMELFARB

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### Summary

Rare blend of creative instinct, technical know-how and project management.  
Portfolio: [himelfarbfilms](http://himelfarbfilms) Projects: [taskonomics.com](http://taskonomics.com) Blog: [walkofshames.com](http://walkofshames.com)

### Education

University of Southern California School of Cinema Arts  
BA Cinema/TV Production

### Highlights

High-profile Interviews: Richard Branson, Kobe Bryant, Spike Lee  
Published "Film Schools/TV Courses' Guide" (Penguin 94')  
Winner Best Cell Phone Film (Atomfilms.com)  
Taught my dad how to use his iPhone

### Experience

FREELANCE: 01/2015- 06/2015

Viacom MTV Catalyst Group Producer Editor working under Matt Heron.  
Iron Mountain Video Engineer specialized in high volume, multi-format digitizing, and metadata input for reference and quality video streaming.

TASKONOMICS.COM

2/12-12/14 Received a grant to create an original video web series about the new Gig Economy: [Taskonomics.com](http://Taskonomics.com) Featured in [BusinessInsider](http://BusinessInsider) and Zagat. Recognized for low-cost production solutions and improving story with graphics.

INKED MAGAZINE

2010-2013 Secured Jägermeister sponsorship by producing branded web series. [Best Ad on TV Interactive](#). Attracted new advertisers: Converse, Sailor Jerry, Malagro Tequilla with brand videos.

THE WALL STREET JOURNAL • WIRED.COM

07/07-2012 Recognized for excellent cross-functional communication and project management skills with editors, mobile engineers and online digital teams to meet tight deadlines and brand guidelines.

OGILVY ADVERTISING

03/99-04/06 Selected by CEO's to help launch in-house studio based on exceptional ability to translate marketing strategies into brand video. Leveraged existing content from Fortune 500 clients (AT&T, IBM, Sprite, Unilever) to create new content and a new revenue stream.

### SKILLS

Use popular online and mobile video platforms to enhance product offering: WordPress, Drupal, Instagram, YouTube, Hulu, Facebook, Merkeet  
Well-versed in Microsoft Project, Excel, Salesforce, PowerPoint, Camtasia  
Considerable experience licensing asset, designing workflows and wireframes  
Quickly edit video stories with Premiere Pro, Avid, Final Cut Pro  
Animate products, people, words using Adobe After Effects, Photoshop,  
Able to translate technical jargon to non-technical team members.  
Make last minute revisions while maintaining focus of project.