

TAYLOR KACHMARSKI

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PROFILE

Content Producer

My experience leading digital projects empowers me to develop, build and execute content that inspires consumers. I produce, film and design content that highlights competitive advantages and establishes authentic brands.

EXPERIENCE

Freelance Video Producer, Hospitality Designs, Surf Wars and NWCD - Los Angeles (August 2015 - Current)

Work with company executives to produce high production value videos that showcase key differentiators.

- Collaborate with stakeholders to write scripts and storyboard videos, while ensuring green light before production begins.
- Source and operate lighting, video and audio equipment while managing overall budget and talent.

Marketing Content Producer, Vivonet - Vancouver, BC (June 2013 - July 2015)

Reporting directly to the VP of Product Marketing and the VP of Sales and Marketing, I was responsible for leading, planning and executing all video, print and online marketing content. I increased lead-to-opportunity conversion rates by 9%.

- Collaborated with all departments to design and produce content in order to appeal to key buyer personas.
- Managed budgets for external video projects while working with external directors, talent and production managers.
- Owned all video, digital and communications content for product launches and company announcements.
- Ensured writing and visuals for all multidisciplinary campaigns adhered to overall brand strategy and brand guidelines.
- Worked with the Product Management and Development teams to develop key mobile and web UI assets.

Freelance Digital Media Consultant - Vancouver, BC (April 2011 - April 2013)

Developed creative digital solutions to clients in the medical, fitness and financial industries with video, web and digital media services.

- Produced several video based projects, while managing clients, as well as a team of writers, camera men and editors.
- Wrote copy for educational, instructional and promotional online digital assets.
- Managed budgets and milestones based on timelines and project specifications.

Project Manager and Producer, MHI - Graduate Project - Vancouver, BC (September 2010 -October 2011)

Achieved a successful awareness campaign launch evaluated through social media exposure, Google Analytics results and positive feedback from industry. The Man Up campaign was rewarded the Microsoft Gerry Sinclair Award for the most innovative project at the Centre for Digital Media as well as a Silver Award for the 2011 W3 Awards.

- Wrote and edited content for both the web and promotional health videos.
- Coordinated all aspects of video production, web, print, motion graphics, branding and social media initiatives.
- Managed workloads for a team of copywriters, designers and specialists while producing a multifaceted digital campaign.

EDUCATION

Masters of Digital Media Graduate Degree – University of British Columbia - Vancouver, BC (2009-2011)

Graduate studies covered entertainment technology and interactive digital media, including trends within the markets and innovative technologies.

Bachelor of Communications - Public Relations - Mount Royal University - Calgary, AB (2005-2009)

Intensive course work and industry projects covered strategic communications, advanced writing, marketing, and media relations.

TOOLS AND SKILLS

- Proven conceptual, storyboarding and script writing skills.
- Advanced Adobe CC and Final Cut knowledge.
- Experience with Wordpress and many diverse CMSs.
- Working knowledge of lighting for video and sound capture.
- Skilled at video interview coaching for inexperienced staff.
- Proven team management and leadership skills.
- Exceptional verbal and written communications skills.
- Experience working with DSLR macro and telephoto lenses.