

# GABRIELLE PALACIO

gabriellepalacio@outlook.com / P: 980 213 8689

portfolio: gabriellepalacio.com

## SUMMARY

Seasoned Content Creator well-versed in managing end-to-end production processes for video content. Skilled video editor able to adapt to client needs at a high level during every step of the production process. Adept at anticipating needs and executing team objectives. Organized and insightful with excellent communication and planning skills. Maintains strong creative experience and an excellent portfolio that covers all aspects of visual production.

## EXPERIENCE

### Lead Video Producer / NULASTIN - Boulder, CO

*December 2022 - Present*

- Serving as lead videographer for a content production team in the health and beauty space.
- Managing end-to-end video production for e-commerce advertising, website assets, and brand campaigns.
- Increasing brand awareness and community engagement by creating visually and emotionally engaging videos.
- Designed and constructed an in-house studio to streamline the video production process.
- Implemented new techniques to film and edit products to increase brand awareness and recognition.
- Managed and quality controlled team deliverables to ensure brand standards were met.

### Lead Videographer / Burn Boot Camp - Charlotte, NC

*January 2022 - December 2022*

- Served as lead videographer for a content production team at an athletic brand by producing videos end-to-end and ensuring that all video and photo responsibilities were executed to the highest level of detail.
- Cross functionally collaborated with social media manager to ideate content strategies that boosted social media performance, constantly adapting to changes on TikTok, Instagram and Facebook.
- Excelled at producing both photo and video content for quarterly national promotions to help generate awareness and engagement for prospective gym members. Designed visual strategies that helped revitalize the look and feel of the brand through light design, sound design and camera operation.
- Served as camera operator for daily livestream workouts available to our nearly 100,000 person member-base.
- Scouted shoot locations and created new filming strategies based on location specific challenges.

### Videographer / NOBULL - Boston, MA

*August 2019 - January 2022*

- Acted as lead video editor for the 2021 CrossFit Games for content released on our social media. Produced high quality content in a timely fashion to update fans as events unfolded live.
- Managed end-to-end video production for promotional content, product releases, and brand campaigns.
- Increased brand awareness and community engagement by creating visually and emotionally engaging videos.
- Created a brand-consistent video strategy for all product videos for both website and social content needs.
- Designed and constructed an in-house studio to streamline the video production process.

### Videographer and Photographer / Freelance - Boston, MA

*June 2018 - August 2019*

- Produced video and photo for clients ranging from weddings to headshots to conferences.
- Excelled at creating internal content for large companies like Oracle and JotForm to improve employee development.
- Secured a \$5,000 grant to travel to Ecuador and video developing civil rights struggles in their Supreme Court.

## SKILLS

Brand Strategy | Project Proposals | Studio Photography | Client Relations  
Directing Adobe Creative Suite | Fast-Paced Environments | Studio Videography  
Social Media Sound Design | Positive Work Attitude | Color Correction  
Camera Operation | Budgets Basic Graphic Design | Visual Narrative Design  
Visual Storytelling | Light Design Pre-Production | Attention to Detail | Branding  
Digital Advertising | Attention to Detail Post-Production | Timelines & Deadlines  
Content Pitches | Cross-Team Collaboration

## EDUCATION

### UNC Chapel Hill

*BA Interactive Multimedia*

*Class of 2018*