

RACHEL CHOFFIN

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EXPERIENCE

DAILYMAIL

Jan. 2015 - Present

LA Head of Video

Oct. 2018 - Present

- Manage team to achieve data driven goals
 - Doubled teams average number of daily uploads
 - Increased video views by 30% using SEO techniques
- Interview, train, and hire new video team members
- Create video coverage plans ahead of large scale events
- Develop scheme for filming Daily Mail events in LA
- Organize workflow based on article performance

LA Senior Video Producer

Oct. 2017 - Oct. 2018

- Produced, directed and filmed Facebook Lives and original productions
- Created hiring process and training protocol for new hires
- Edited videos to correspond with entertainment news articles

LA Show Business Producer

Mar. 2016 - Oct. 2017

- Negotiated with vendors to obtain video content
- Pitched and edited videos from social and vendors

Freelance Video Editor

Jan. 2015 - Mar. 2016

- Edit obtained footage to correspond with articles

BUZZFEED

Jan. - Apr. 2014

Video Intern

- Collaborated with team to shoot, edit, and publish viral videos
- Edited existing footage to create original content

VARIOUS COMPANIES

Sep. 2012 - Oct. 2017

Camera Operator, Video Editor, Key Grip, Story Assistant, PA

- Worked with MGM, RollingStone.com, US Weekly, True Entertainment, Shed Media, CollegeHumor, BBC America, and Atlantic Television

CAPITOL RECORDS - EMI MUSIC

Jun. - Sep. 2012

Music Video Intern

- Edited and filmed BTS of music videos and other original content
- Collaborated in development meetings

NBCUNIVERSAL - BRAVO

Sep. - Dec. 2012

Production & Development Intern

- Encoded & ingested TV episodes for Bravos intranet
- Created detailed packets for development meetings

COLLEGEHUMOR

Jun. - Aug. 2012

Production Intern

PROFICIENT IN

- Adobe Premiere
- Final Cut Pro 7 & X
- MPEG Stream Clip
- Hand Brake
- Adobe Photoshop
- Microsoft Office
- QuickTime
- Adobe InDesign
- Screenium
- Google Drive
- macOS
- Dropbox
- WeTransfer
- Instagram
- Facebook
- Twitter
- YouTube
- Vimeo
- Snapchat

EDUCATION

ITHACA COLLEGE

Roy H. Park School
of Communications
Bachelors of Science
in Television Radio

PASSION PROJECT



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