

ELAINE MIHAIOFF

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Video Editor | Video Producer | Video Production Manager

EDUCATION

University of California, Davis
Film Studies, emphasis in Production and Directing

QUALIFICATIONS

- Extensive experience in video production, marketing, photography, motion graphics, and graphic design

TECHNICAL AND EQUIPMENT SKILLS

- Adobe Premiere & Adobe After Effects; Media Encoder; Audition; AVID; Final Cut Pro Studio/Final Cut X
- Motion graphics, color grading, audio editing
- Adobe InDesign, Illustrator, Photoshop, Quicktime, Camtastia, Celtx, Camstudio;
- Broadcast Pix switcher; livestream and webcast
- Canon XA-25; Canon C100; Sony HXR-MC2500; Sony FS-100 NEX; Canon 5D Mark 2 & Mark 3; Black Magic; Panasonic HC-X1000; Lowell lighting kits; Sennheiser EW-122 lavalier; Rode NTG2
- Google Drive; Hootsuite; BaseCamp; Microsoft Office Suite; Filemaker Pro; Quickbooks; PC + Mac proficient; website management on Wordpress, Squarespace, Wix

EXPERIENCE

EM Productions | SF Bay Area, CA

July 2011-Present

Freelance Video Editor, Director, Producer and Content Consultant

- Produces video content from start-to-finish for clients in education, retail, firms, and events.
- Consults in content and video production strategy for marketing or educational purposes.
- Creates and manages project timelines and schedules; coordinates all casting and talent management.
- Collaborates with different department heads and clients on content to match branding and messaging.
- Photographs, edits, and films headshots, tutorials, interviews, events, etc.
- Edits all projects including motion graphics animation and finalizes audio, color-grading, compressing.
- Develops, writes, and pitches video treatments, scripts, interview questions, and storyboards.
- Set-ups and operates all lighting, audio, and camera equipment, in-studio or outside.

Course Hero | Redwood City, CA

July 2019-January 2020

Video Editor, Director, Producer and Studio Manager (RFL: Contactor)

- Produced, filmed, edited, and educational video prototypes for user testing and scalability potential.
- Edited versions of video prototypes that included creating proxy files for 4K light board footage, motion graphics, compositing, keying, captioning, and color correction.
- Adhered to Course Hero's branding and voice and oversaw QA of final videos delivered to UX Team.
- Researched competitors and strategized best, most efficient production of online educational content; fixed any technical issues related to production.
- Participated in content strategy, including brainstorming and ideation, with Content Strategy Consultant and Course Hero management.
- Collaborated with esteemed educators from all over the country on scripts and outlines of their particular content vision.
- Managed live studio productions at Course Hero headquarters in Redwood City.

- Coordinated film shoots and supervised all production schedules, timelines, and paperwork including managing talent throughout.
- Wrote and compiled studio processes for most efficient setup and break down of sets and running basic studio productions.
- Compiled documentation for all testing of digital media using screen capture, video files, and other documents; archived all tickets of issues and bugs during media creation.
- Casted and hired actors, talent, experts as needed for video productions and acquired all releases.
- Exported and managed all metadata of videos.

Morton Golf, Sacramento, CA

March 2018-April 2019

Video Editor, Multimedia Specialist - Video and Marketing (RFL: moved to Bay Area)

- Edited, produced, conceptualized, wrote, filmed a wide variety of marketing videos.
- Edited videos, gifs, and images for all social media outlets.
- Photographed, edited, and filmed special events and company products for in-house use and vendors.
- Collaborated across departments to develop marketing strategies for community engagement.
- Managed video project timelines and coordinated schedules and budgets with Sr. Marketing Manager.
- Wrote marketing copy for emails, social media, blogs, newsletters, and ads sent out to hundreds of Haggin Oaks customers.
- Ensured that Morton Golf's company objectives, tone, and brand were always upheld in all written and video content produced.
- Managed all social media outlets, including scheduling the social media calendar and creating content and graphics for use across the company's social media outlets.
- Developed, wrote, and pitched script treatments, scripts, interview questions, and storyboards for video series and marketing video projects.
- Served as Adobe program specialist and technical trainer.

Shmoop University Inc., Mountain View, CA,

October 2014-December 2017

Video Editor, Live Action Video Production Manager, Producer, and Director

- Edited, produced, wrote, filmed, directed over 200 educational videos aimed at elementary to college-level students; produced an average of 30 videos a month.
- Collaborated with Content Team Manager, Executive Producers, and Producers on all video content strategy and project timelines.
- Oversaw quality control for videos produced, matched content to the needs of student and teacher clients, and ensured all post-production work matched Shmoop's voice and educational objectives.
- Owned media management for all in-house live action and animated videos.
- Imported, logged, organized raw footage, prepped timeline sequences, and synced audio for assignments to freelance video editors.
- Created how-to guides for post-production processes for freelance video editors and continuously updated editorial style guides and export criteria.
- Assisted in post-production editing, ingest, animating, color-grading, and compressions as well as audio editing and mixing.
- Monitored and archived media as needed in support to the Post-Processing Video Manager.
- Wrote movie guides for on-site publication, provided online product support, and assisted in the maintenance of web content and animation.
- Worked with content and engineering of all post-production metadata export and documentation.
- Managed, on-boarded, and assigned projects to freelance scriptwriters, cast, crew, and editors; supervised all production and post-production of live action projects. Routinely hired talent and handled project agreements, employee contracts, and invoices.
- Managed project budgets and schedules for all live action videos.
- Voice acted for hundreds of videos; interviewed experts and actors for live action video series.