



Ashley Heilig

Multimedia Artist | Editor | Videographer

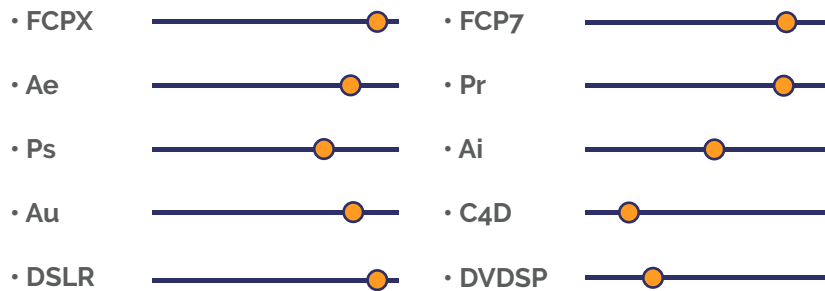
CONTACTS

M 914.589.4467
E ashley.heilig@gmail.com
W ashleyheilig.com
V vimeo.com/ahelig/portfolio
L linkedin.com/in/ashley-heilig

PROFILE

Innovative professional possessing more than 10 years of expertise in the editing, production, and distribution of videos. Fulfilling roles such as producer, director, videographer, and editor. Ensuring each project's final product adheres to the specifications, quality, and expectations of the client. Proven record of achievement with distribution of videos to Amazon, QVC, Best Buy and CVS.

TECHNICAL SKILLS



STRENGTHS



EXPERIENCE

Conair

Multimedia Artist
Aug 2013 - Feb 2018

Developed product videos for retailers Best Buy, Amazon, QVC, CVS and Conair.com:

- Launched technology update and education on new hardware and software
- In-house video responsibilities included : production set-up, various filming scenarios such as product, education, and promotional videos. Additional duties entailed editing, animations, client review and delivery.
- Created multiple video campaigns including :
 - Production/animation for True Glow® Light Therapy products
 - Filming/editing DermaRadiance® webinar series for Satin Smooth®
 - Animating informational videos for Babyliss Pro® products that were displayed in 5 different languages at Cosmoproof
- Collaboration and brainstorming ideas with Marketing Representatives, Art Directors and other Creative Team members
- 40% increase in video requests since promotion from consultant to full time staff in Feb. 2014.



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EXPERIENCE

Self-Employed

Consultant -
Video & Photography
Jan 2009 - Current

Oversee and execute all creative aspects of projects for clients:

- *Conceptualize, produce, film and edit videos in Final Cut Pro and After Effects*
- *Photograph and retouch head, body, indoor/outdoor and scenic shots*
- *Use Photoshop and Illustrator to retouch logo designs and creative artwork.*

Client Attraction LLC.

Junior Web
Developer - Video
Feb 2012 - Sept 2012

Single-handedly managed all in-house livestreams, promotional videos and weekly e-zines

- *Executed camera, lighting and audio set-up for live and pre-recorded segments*
- *Responsible for edits and online distribution of all video content*
- *Assisted web team with creating advertising banners for product and event launches and aided with HTML email campaigns*
- *Developed web and video content for the launch of two annual client workshops*

103.9 WFAS/1230 AM.

On Air Personality /
AM Program
Assistant
Sept 2009 - Nov 2014

Performed, produced and delivered show content live

- *Producer, host. and interviewer for business focused show "Ask the Experts"*
- *Assisted with scheduling for upcoming shows, music and commercials*

Rider University WRRC

General Manager
2007- 2009

Managed and coordinated 50+ on air talents for Rider University's radio station. Supervised programming and was a liaison to administration

- *Utilized Adobe Photoshop, Dreamweaver, Flash, and Illustrator to design and launch the station's first website.*

The Molecule

Intern
April 2008 - Feb 2009

Graphics and special effects assistant for this motion production company

- *Worked on diverse projects such as "Rescue Me", and "Extreme Explosions" using Photoshop, Shake, and After Effects.*

PORTFOLIO

www.ashleyheilig.com