

Kelsey Anderson

Hello.

EMPLOYMENT

MARKETING COORDINATOR, SUBARU INDUSTRIAL POWER PRODUCTS;
LAKE ZURICH, IL 2/2015–PRESENT

Project Manager from March 2015 to present for new Dealer Portal. Communicated with five outside companies to complete the project.

- Communicated sales team ideas and projects to various internal departments and also to our parent company, Fuji Heavy Industries, located in Japan.
- Took initiative to understand the fundamental and cultural differences between international markets.
- Established Subaru brand through design, color palette, layout and photography style
- Designed print ads for nationwide magazines
- Managed social media accounts on behalf of Subaru Industrial Power
- Product photography in studio and on location in action shots
- Took candid photos of engineers and warehouse workers to show the physical work & process at Subaru Industrial Power
- Updated and redesigned brochures given to dealers, distributors and end users
- Updated website with current product pictures and new information
- Created Prezi presentations for sales team to use for new clients and Fuji Heavy Industries' global executive meeting

INTERN, BURLINGHAM PRODUCTIONS;
EVANSTON, IL 9/2013–12/2013

Day to day responsibilities consisted of editing and color correcting stock footage clips. Upload, keyword and tag to stock footage sites.

Production Assistant on Recordati Rare Disease medical shoot. I logged and captured footage while filming went on and had a rough cut by the end of the shoot. I also helped with intro motion graphics.

BAKERY CLERK/CAKE DECORATOR, BLUE GOOSE MARKET;
GENEVA, IL 8/2011-7/2012

EXPERIENCE

VARIOUS FASHION PHOTO SHOTS
KELSEY ALYSE ANDERSON NOV 2014–JAN 2015
Photographer & Editor

SOMEDAY OFFICIAL MUSIC VIDEO
BEAUTIFUL DRIFTER SEPTEMBER 2014
Director, Producer, Camera B Operator & Editor

LIVE AT THE BOTTOM LOUNGE
BEAUTIFUL DRIFTER MARCH 2014
Director, Producer, Camera Operator & Editor

TRAINING VIDEO
RECORDATI RARE DISEASE NOVEMBER 2013
Production Assistant & Editor

SHORT DOCUMENTARY
SUMMERFIELD ZOO AUGUST 2013
Producer, Camera Operator & Editor

LA DI DA MUSIC VIDEO FOR VEVO
VICTORIAN HALLS NOVEMBER 2012
Line Producer & Production Assistant

ACHIEVEMENTS

WINNER-BEST IN SHOW
ARTIMATION 15 OCTOBER 2014
Someday – Official music video made for Beautiful Drifter.

FINALIST
ARTIMATION 15 OCTOBER 2014
Demo Reel 2014

FINALIST
ARTIMATION 14 OCTOBER 2013
Summerfield Zoo – A short documentary showcasing the animals at Summerfield Zoo in Belvedere, IL.

SHORT DOCUMENTARY
HARPER BRUSH CUTTING NOVEMBER 2012
Camera Operator & Producer

THE WORKFORCE
48HR FILM FESTIVAL CHICAGO JULY 2012
Line Producer & Production Assistant

MISSION VIDEO
ENVISION INNOVATION JUNE 2012
Line Producer & Production Assistant

WINNER-BEST STORY & BEST EDITING
ARTIMATION 13 OCTOBER 2012
Varied – A short film that was made for the Sigur Ros Music Video Contest.

HONOR ROLL
THE ILLINOIS INSTITUTE OF ART-
SCHAUMBURG
SEPTEMBER 2010-SEPTEMBER 2014
GPA 3.7 out of 4.0

SKILLS

PHOTOGRAPHY
PORTRAITURE
PRODUCT
FASHION
PHOTOJOURNALISM
PHOTO EDITING
COLOR CORRECTION

VIDEOGRAPHY
SCHEDULING & MANAGING GROUPS
MUSIC VIDEO CONCEPT DESIGN
EDITING (LINEAR & NON LINEAR)
COLOR CORRECTION
SET DESIGN

OTHER
PRINT AD DESIGN
MIXED MEDIA COLLAGE
HAND LETTERING
STRONG INTERPERSONAL SKILLS

SOFTWARE

Photoshop
Lightroom
Illustrator
InDesign
Premiere Pro
Prezi
Trello
Mac & PC platforms

EQUIPMENT USED

Nikon D810
Canon 5D mark ii
Canon T2i & T3i
ARRI light kit
LED light panels
Nikon and Canon strobes & setups

Zacuto Canon Cinema Shoulder Mount Rig
Redrock DSLR Field Cinema Bundle
Cinevate Atlas 30 DSLR Slider
Kessler Philip Bloom Series 3' Pocket Dolly
Slider

EDUCATION

THE ILLINOIS INSTITUTE OF ART-SCHAUMBURG;
SCHAUMBURG, IL – BACHELORS OF FINE ART, 2014