

CHRIS POWELL

Multimedia Creative · Podcast and video production

powellvideo.com · chris@powellvideo.com · linkedin.com/in/powellvideo · [903.436.5628](tel:903.436.5628)

EXPERIENCE

Senior Multimedia Editor · **Veeva** · *Pleasanton, CA (Remote)* · March 2023–Present (Contract-to-Hire 2024)

- Edit video podcast series, product demo videos, event promo reels, customer testimonials, explainer animations, and animated event signage for business and technical audiences
- Optimize video format and content for social media promotion
- Implement process, quality, and style improvements to uplevel videos and provide consistency
- Design onsite event signage and promotional graphics for Veeva's industry-leading conferences, presentations for use by C-suite executives, animation storyboards, and social media graphics
- Narrate, record, and edit instructional and promotional video voiceovers

Freelance Podcast and Video Editor · *Colorado Springs, CO* · January 2017–Present

- Record and edit podcasts and videos for tech, finance, and nonprofit clients
- Evaluate client needs, propose concepts for projects, and provide creative direction
- Compose customized plans for production and process improvements

Multimedia Content Creator · **Uniphore** · *Palo Alto, CA (Remote)* · May–December 2022

- Wrote, recorded, and edited videos, motion graphics, audio, and articles on AI topics for business users
- Collaborated with UX designers and engineers to create low- and high-fidelity software product mockups
- Created and presented proposals to executives and prospective clients as part of stealth initiative
- Designed branding guides, landing page mockups, informational PDFs, and product logos

Video Director, Public Speaking Team Director · **Axis** · *Colorado Springs, CO* · February 2015–December 2021

- Launched weekly podcast and audiobook adaptation initiative; directed, narrated, and edited audio products
- Led creative team and collaborated with marketing department and content writers to plan, script, record, and edit 50+ hours of digital marketing videos and multimedia products for student and educator audiences
- Modernized video style and streamlined production methods within tight budget constraints
- Designed promotional graphics for social media, email, and landing page campaigns
- Trained creative team in video and audio pre-production, recording, and editing
- Led speaking teams to give interactive multimedia presentations at over 50 venues to 20,000+ people
- Trained speaking teams to memorize and regularly update 20 hours of adaptable presentation material

Multimedia Content Specialist · **PROS** · *Houston, TX* · October 2013–January 2015

- Scripted, filmed, and edited promotional and instructional videos for enterprise software products
- Pitched and launched Content Strategy team's video content initiative
- Designed, pitched, and launched monthly promotional document for product releases
- Collaborated with product managers to write and edit promotional and technical content
- Designed conference presentations and pitch decks for use by C-suite executives

SKILLS / TOOLS

Podcast production · Video production · AI-enhanced editing workflows · Social media video optimization
Motion graphics · Audio recording and editing · Graphic design · Training · Adobe Podcast · iZotope RX
Adobe Creative Cloud (Premiere Pro, After Effects, Audition, Illustrator, Photoshop) · DaVinci Resolve
Descript · Riverside · Wistia · YouTube · Figma · Frame.io · Asana · Trello · Slack · Google Suite · Microsoft 365

EDUCATION

BA English Literature, Public Relations Minor (Summa Cum Laude, 4.0 GPA)
University of Houston Honors College, May 2013