

# MELANIE TOWLER

VIDEO EDITOR // CINEMATOGRAPHER

**SUMMARY:** 9+ years in expert video creation for both digital and broadcast platforms, with extensive experience in creating motion graphics, sound mixing, and color correction. A detail-oriented and innovative storyteller with an emphasis on creating compelling and engaging content across a variety of project types.



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Denver, CO



[melanietowler.com](http://melanietowler.com)

## SKILLS

Post-Production	Videography	Storytelling	Photography
Adobe Premiere	Adobe Audition	Final Cut Pro	DSLR Cameras
Adobe After Effects	Adobe Photoshop	Adobe Illustrator	Microsoft Office

## WORK EXPERIENCE

### — **Rocky Mountain PBS – Denver, CO**

*March 2023 – Present*

**Video Editor:** Assist in production and oversee post-production of both digital and broadcast content on RMPBS platforms

- **Broadcast:** Edit RMPBS broadcast shows and longform documentary content, including *Colorado Experience* and *Colorado Voices*; assist on shoots, help with pre-production and planning of each episode, write scripts and create motion graphics to enhance storytelling

- **Digital:** Assist multimedia journalists and producers with editing digital stories; review and provide feedback on team's video content and lead post-production training

### — **Semaphore Solutions, Inc. – Denver, CO**

*March 2022 – February 2023*

**Video Editor:** Edited video and motion graphics for both internal and external marketing campaigns, helping shape the creative vision for new media content; assemble the final product using camera footage, sound effects, and graphics

- **Client Projects:** Edited short and long form videos for new media creators to build their presence on YouTube and other monetized online platforms, inventing new techniques for scroll-stopping video; designed and created motion graphics and templates (e.g., mogrts) for editing team to enhance their final deliverables

- **Marketing Campaigns:** Take social media content and engagement statistics to create sizzle reels that feature content creators and the brands/products they promote, incorporating motion/still graphics, sound effects, and music into a compilation that showcases the benefits of our services for both brands and clients

### — **SideCar Public Relations – Denver, CO**

*February 2021 – January 2022*

**Multimedia Manager:** Shot and edited both photos and videos as an integral part of multi-platform public relations strategies, working in a highly deadline-driven environment and managing multiple clients/projects at a time. Successfully utilized and implemented different codecs, aspect ratios, and export formats to optimize content for a variety of mediums, including broadcast, web, social media, and print.

#### **Video**

- Worked closely with clients to bring their vision to life; created storyboards, scripts, and interview questions in pre-production; shot b-roll and interviews; completed all sequencing, audio, and color correction in post-production and utilized After Effects to create any needed motion graphics

#### **Photography**

- Shot high-quality photos across a wide variety of project types, including architecture and construction, events, headshots, and product photography; used both Lightroom and Photoshop to complete full retouching and optimized for use across multiple platforms

—	<b>Sandy Puc' Productions – Littleton, CO</b>	<b>January 2017 – January 2021</b>			
	<b>Video Production &amp; Post-Production Manager:</b> Managed all video projects from pre-production through post-production with an emphasis on both storytelling and achieving client goals. Created video campaigns for a wide variety of clients, overseeing multiple projects under tight deadlines, including:				
	<i>International Travel and Non-Profit Work: Short Documentaries</i>				
	Managed creative process from start to finish for all projects in Rwanda, Malawi, and Sri Lanka. This process included meeting with organization leaders to script and plan videos that would assist in fundraising goals; executing all research and shot planning; traveling overseas to direct and assist a team of videographers; conducting interviews both in English and with translators; and completing all post-production work, editing video, dialogue, and graphics				
	<i>Commercial/Corporate Videos:</i>				
	Worked with each client to create a video strategy that met their needs and communications goals. Led all aspects of each project, from planning shot lists and interview questions to shooting b-roll and interviews, to expertly combining video, audio, and motion graphics in post-production.				
	<i>Wedding Films</i>				
	Worked as part of a team of videographers to capture b-roll, ceremony, and toasts; communicated with venue and staff to ensure the recording of high quality audio, and edited emotional and memorable films and highlights				
—	<b>9NEWS – Denver, CO</b>	<b>September 2014 – November 2016</b>			
	<b>Multimedia Journalist:</b> worked in the newsroom editing packages, voiceovers and interviews for daily broadcast news; supervising editor and videographer for <i>Fix This</i> , a weekly 30-minute talk show that premiered on KUSA in Denver				
<b>EDUCATION</b>					
—	<b>Colorado State University – Fort Collins, CO</b> » Bachelor of Liberal Arts in Journalism and Technical Communication, with a focus on film and video production	<b>Graduation: May 2014</b> <b>GPA: 3.85</b> <b>Magna Cum Laude</b>			
—	<b>University of Kent – Canterbury, England</b> » Digital Arts; took courses in digital film making, where I learned the techniques and skills to make short fiction, documentary and experimental films	<b>September 2012 – June 2013</b> <b>GPA: 4.0</b>			
<b>ADDITIONAL CERTIFICATES &amp; COURSES</b>					
—	<b>School of Motion – Online Course</b> » After Effects Kickstart: mastered the After Effects interface through multiple motion design projects	<b>Completed: August 2020</b>			
<b>HOBBIES AND INTERESTS</b>					
	Hiking and Camping		Weight Training	Reading	Travel