

Kimberly Landry

kimberlylandrycreative.com

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EXPERIENCE

FREELANCE WORK EXPERIENCE

Nov 2021 - Present

contract projects listed below • Los Angeles, CA

Additional Editor (Mar-May 2024)

Stone Village Films

- "Understanding Autism" : <https://www.pbs.org/show/understanding-autism/>
- "In Search of Love" , air date unknown.

Assistant Editor (Jul 2021-Nov 2023)

Cabin Edit and Rock Paper Scissors

- Travis Scott's music video, "I know" : <https://www.youtube.com/watch?v=X7aF3nZOS98>
- Under Armour's "Protect This House" Anthem with Kelsey Plum and Steph Curry: <https://www.youtube.com/watch?v=KBU8WvJFPdM>
- Worked for brands including Apple, Dolby, Cadillac, Orbit Gum and Alexander Wang

Associate Producer (May-Jun 2021)

Xpedition Media (FitBit)

- Programmed timers for 90+ segments to run during shoots, and revised in real-time as needed.
- Collaborated with the director, AD and segment producers on scheduling to make sure we were utilizing each day as efficiently as possible.
- Consolidated all notes from clients and AD into a daily priority list for the client and editor.

Supervising Editor, The Other Eleven Podcast (Dec 2021-Mar 2022)

AirCare Health

- Worked with production team to develop catchy and cohesive structure for the series.
- Quality checked each episode and gave notes on how to tighten up each segment.

FULL TIME WORK EXPERIENCE

Apr 2013 - Sep 2021

staff positions listed below

Union Editorial

May 2014 - Oct 2021

Los Angeles, CA

EDITOR (Apr 2020 - Oct 2021)

- Edited the Got Milk campaign, "Gonna Need Milk For That" to establish Milk's importance to the athletes of 2020 Olympics.
<https://www.youtube.com/watch?v=2g0uoMHKZSY>
- Created the TikTok pitch for the California Board of Tourism, which launched Visit California's TikTok account which now boasts over 250K followers.
<https://www.kimberlylandrycreative.com/?pgid=knh7siqx-eb87cb01-5d2f-426d-ad54-5519a3bfd6c1>
- Created sizzles for clients like Google to generate inspiration for the Year In Search Video.
- Co-produced and edited a behind-the-scenes film of the NWSL players during the pandemic to drive traffic to the NWSL website and promote the 2020 Challenge Cup.
- Edited a variety of lifestyle and sports content to inspire young athletes.

SENIOR CUTTING ASSISTANT (Jan 2018-Apr 2020)

- Lead assistant editor on Netflix docu-series, "*The Devil Next Door*".
- Assistant editor on Netflix documentary, "*Shawn Mendes: In Wonder*".
- Worked with brands including AT&T, Amazon, Geico, Lexus, Honda, and Chobani.

ASSISTANT EDITOR (Oct 2017-Oct 2018)

- Learned the ins and outs of assisting including: loading footage, organizing projects, exports, onlining edits, ect.
- Assisted the editors, producers and clients throughout the duration of all projects.
- Worked with brands including IHOP, El Pollo Loco, Honda, and McDonalds.

RECEPTIONIST (MAY 2014-OCT 2017)

- Directed calls and built relationships with agencies like RPA, Deutsch, Saatchi & Saatchi, Innocean and Media Arts Lab.
- Filed time sheets and expense reports for producers, and provided general support to editors.

PACE Advertising

Apr 2012 - Sep 2013

New York, NY

Digital Media Manager

- Developed and executed all digital media buying, advertising, and SEO for PACE clients.
- Handled the direct bid strategy, tracking, campaign optimizations, and reporting of all buys.
- Established AdWords accounts, wrote ad copy, and monitored and optimized campaigns.
- Managed and monitored online social media presence for national brands with a heavy focus on Facebook and Twitter.
- Created and directed digital efforts to complement clients' traditional media and enhance integrated cross-platform campaigns.
- Participated in new business pitches representing all aspects of digital advertising.

EDUCATION

Bachelor's Concentration in Marketing and International Relations
Northeastern University

Sep 2007 - May 2011