

Nick Riedl

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WORK EXPERIENCE

The Packaging School

2022 – Present

Video Editor & Creative Lead

Greenville, SC

- As Creative Lead, I am responsible for cultivating our brand image.
 - Worked with our graphic designer and web developer to establish a consistent look for the company.
 - Responsible for developing the creative vision for clients that we partner with.
- As Video Editor, I am responsible for all aspects of video production. This can include scripting, shoot coordination, videography, editing, motion graphics, and voice-over.
- Managed the company YouTube channel and helped it grow from under 1k subscribers to nearly 10k.
- Enhanced a text-only monthly email campaign by adding a video element.
- Created 500+ videos to date for both internal (promotional, instructional, educational) and client needs (Coca-Cola Bottling Co., BMW, Colgate, Unilever, and more).

The Packaging School

2017 – 2022

Video Editor

Greenville, SC

Meredith Corporation

2016 – 2017

Photographer / Editor

Greenville, SC

- Shot and edited video for WHNS FOX Carolina.
- Worked independently in the field to capture B-roll and conduct interviews based on assignments from producers and reporters.
- Operated as in-studio technician for the morning broadcast.
- Contributed to 100+ stories that were aired on the evening newscast.

EDUCATION

Clemson University

Dec, 2021

MBA

Greenville, SC

- Completed the program in 2 years by attending evening classes at the Greenville location.

Clemson University

May, 2016

BA, Communication Studies

Clemson, SC

- Minor in Film Studies.
- Member of the student-run television station.

SKILLS

Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Audition, Adobe Media Encoder, Adobe Captivate, YouTube management, voice-over, script writing, camera operation, story boarding, drone operation, graphic design