

KATHY BELL HARGRAVE

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EDUCATION:

BA	University of Houston	Communications/RTF
MA	University of Houston/Clear Lake	Humanities

EXPERIENCE:

FREELANCE EDITOR / GRAPHIC ARTIST / WRITER / COMMUNICATIONS CONSULTANT

Since moving to Santa Fe in 2017, I have worked with several 501(c)(3) non-profit organizations on their Communications Committees. In that role I have produced newsletters, created logos, and developed websites. I have also worked on their events – coordinated the AV equipment for meetings and presentations for The Santa Fe Woman's Club and *Park Plazas Community Connections*, acted as stage manager for the Santa Fe TradFest, created flyers for PPCSA and TradFest. In general, I've worked to improve the connection to community for all the non-profits. In the pandemic year of 2021, I conceived, produced, directed, wrote, shot, and edited a 5-hour virtual music festival, Santa Fe TradFest - At Home: <https://www.youtube.com/watch?v=z5MywSmnArQ>.

FREELANCE EDITOR / PRODUCER / POST PRODUCTION MANAGER / DIRECTOR

6/98 to present

- Edited thousands of commercials, documentaries, sales/marketing, and educational videos, news stories, news magazines, and web-isodes, as well as long and short films. Managed post-production on many of the projects.
- Produced numerous long form video projects for UT Reading Center.
- Directed award-winning and effective marketing and informational videos – Attorney General-State of Texas, Austin Area Birthing Center, Impact Austin.

SOME OF MY FREELANCE CLIENTS:

Prosperity Banks
Exxon
Wal-Mart USA
IBM
Court TV
Austin Energy
Pedernales Electric Coop.
Trinity Broadcast Network
Continental Airlines
Motorola
Hewlett-Packard
Sierra Club
Whole Foods
United Way

Shell Oil
UT/Texas Education Agency
TxDOT
Chili's
Texas Parks & Wildlife
Austin Board of Realtors
Texas Historical Commission
UT/School of Computer Sciences
TX Board Of Medical Examiners
Communities in Schools
numerous political candidates
Equal Access to Justice
j k livin'
Enron

LearnAbout Media - Dallas
Elephant Productions
Buckalew Media
Arrowhead Productions
Richards/Carlberg - Houston
TV&P - Houston.
US Dep't. of Education
America's Most Wanted
GSD&M
KVUE-TV
Texas Department of Health
The Production Companies – Hou.
Austin Music Awards
Sherry Matthews Public Rel.

Some projects and documentaries:

What's So Weird About Austin – Tom Park Productions

Ungagged – Serialized web documentary profiling Enron defendants

Texas: The State of Water, Finding a Balance – TX Parks & Wildlife Dept.
(premiered at Texas State History Museum, aired on PBS)

The Story of Darrell Royal - Legends in Sports/LA and jk livin'/Austin

Texas vs Big Tobacco - Public Media Films/San Francisco

Awards:

Telly – For Our Children – Attorney General State of Texas (Director, Editor)

PR Society – SH 130 – Texas Department of Highways

Telly – Reading First – US Dept. of Education

EDITING SKILLSET:

- Seasoned AVID editor. I've also edited in Final Cut Pro and Adobe Premiere. Have taken classes in After Effects. Proficient on Mac and PC.
- Very skilled at creating compelling stories, utilizing the best footage to move the story forward.
- Very experienced in audio editing, music selection, graphics and titles, 3-D effects.
- Very knowledgeable about video production from acquisition through postproduction.
- Proficient editing in French and Spanish (read and speak) and have edited effectively in Russian (including graphics in Cyrillic alphabet), Italian, Portuguese, Japanese, Arabic
- Good databasing skills
- I can also edit in Multi-cam.

ADDIITONAL SKILLSET:

- Excellent communication and documentation skills – written, verbal, email, voicemail, snail mail, texting. Good with clients.
- Thorough and detail-oriented.
- Very collaborative, but also self-directed; accustomed to working unsupervised.
- Thoroughly familiar with Microsoft Office, Google Docs, Photoshop.
- Good computer skills -- both Mac and PC.

ADDITIONAL EXPERIENCE:

IQUEST GLOBAL ENRICHMENT CENTER – AUSTIN

Video Instructor, Marketing

2013

- Taught classes in Video Production and editing
- Created brochures, ads and flyers
- Designed and maintained website including SEO and Google Analytics, blog posts

THE ART INSTITUTE OF AUSTIN

Adjunct Professor – Digital Filmmaking and Video Production Dept.

12/2010 to 6/2011

- Taught classes in Multi-camera Television Production, Advanced Editing (Avid Media Composer), as well as Survey of Digital Film Production
- Produced and directed live broadcast and event AV for the Austin Music Awards in collaboration with the Art Institute, The Austin Chronicle, and ChannelAustin

PEARLMAN PRODUCTIONS & POST

Senior AVID Editor - Online

2/96 - 6/98

- Edited a wide range of projects including television commercials, marketing and promotional programs, training videos, infomercials, news stories and specials for Shell Oil, Exxon Co. USA, Conoco, Kroger, JC Penney, Star Furniture, Finger Furniture, TeleCheck, KHOU-TV, Texas Ford Dealers, many others
- Edited hundreds of shows, news stories, promotional films, promos, show opens and teasers, as well as marketing videos for *The Health Channel*
- Created and maintained video footage library for clients

FREELANCE VIDEO EDITOR / PRODUCER / POST PRODUCTION MANAGER

8/90 - 1/96

- Contract Editor / Producer / Post Production Manager at Exxon Co., USA, Houston – Coordinated all production in 2-camera studio as well as all post-production in 2 edit suites; created and maintained databases for video master and footage libraries
- Produced, wrote, directed and/or edited medical, educational, marketing, promotional, entertainment and training programs for American Medical Communications, US Interactive, Southwestern Bell

UNIVERSITY OF HOUSTON - ADJUNCT PROFESSOR, RTF Dept.

and

ART INSTITUTE OF HOUSTON – INSTRUCTOR, Video & Music Business Dept.

4 years

- Taught several courses including: Advanced Television Studio Operations, Producing and Directing, Editing

FREELANCE PRODUCER AND CHOREOGRAPHER

3 years

- Directed and produced large commercial campaigns on location in Canada, New York, L. A., Mexico and numerous other locations
- Choreographed TV commercials and videos for Pony Shoes, Penney's, Foley's, Palais Royal, McDonald's and performed as dance double for Mary Lou Retton

GOODWIN, DANNENBAUM, LITTMAN, & WINGFIELD ADVERTISING & PR

Senior TV Producer

9 years

- Produced hundreds of television commercials for a huge variety of high-profile clients, including: Texaco, several department store chains across the southern US, jewelry store chains, Havoline Oil, Texaco Motor Sports, Houston Astros, Security Industrial Insurance (funeral home chain), Monterey House Mexican Restaurants.
- Responsible for casting, jingle recording and audio production, choice of production companies, directors, and locations (Canada, Mexico, LA, NY, many others in between), post production, budget.
- Several Addy and Telly Awards as well as New York Art Directors Club Award.

KPRC-TV/Houston, KLRN-TV/Austin, KUHT-TV/Houston, KDOG-TV/Houston

Production Crews – Camera, Graphics, Audio, Lighting

- ABC, NBC, CBS, PBS network sports remotes – football, basketball, baseball, tennis.
- Local programming – newscasts, entertainment and public service programs.
- Emmy certificate.