

CHELSEA MCFARLAND

EDITOR + DIRECTOR + POST PRODUCER

310.591.0830 ■ chelseasoffice@gmail.com ■ chelseasoffice.com

QUALIFICATIONS

I have worn many hats in my professional career: Director, Post-Producer, Director of Photography, and for the past four years - Chief Editor. These leadership positions have given me the incredible experience of managing million dollar accounts, from first pitch through broadcast debut, to analyzing focus groups and creating future iterations of projects.

I am resourceful, tech savvy, passionate about learning new things, and hugely organized both professionally and personally. I have a knack for creating and maintaining workflow systems for managing complex projects and personnel management. And most important, I believe, is my ability to connect with and inspire people.

CREDENTIALS

University of California, Santa Cruz, BA- Film & Digital Media (Awarded Production Concentration)

New York Film Academy, Paris, France - Film Division: 16mm Directing/Editing/DP

Dale Carnegie Program, San Diego, CA - Effective Communications and Human Relations

TECHNICAL PROFICIENCY

Final Cut Pro 7, Compressor, DVD Studio Pro, Avid Media Composer, After Effects, Photoshop, Illustrator, AJA Kona, RED Camera Workflow, HDCAM, Digi-Beta, Betacam, SP, DVCAM, HDV, 35/16mm Film, Flipcam

SELECTED PROFESSIONAL WORK

- 2008-p** **Product Designer**, CitizenGlobal - Online co-creation platform
Venice, CA (citizenglobal.com)
Designed "Broadband to Broadcast" online editor and patented export functionality.
Consulted on various creative and technological initiatives.
- 2011** **Freelance Editor**, Euro RSCG – Short Form Direct Response Television Spots
Hollywood, CA (eurorscgedge.com)
CLIENTS: uSell, ProFlowers, Shari's Berries
- 2007-2011** **Chief Editor**, Launch DRTV/900 Frames - Long/Short Form Direct Response and Commercials
Los Angeles, CA (LaunchDRTV.com / 900frames.tv)
CLIENTS: **Murad Inc.**, **Beachbody**, Idea Village, Sheer Cover, Thane International Inc.
2010 Moxie Awards - Best Long/Short Forms - "Acne Complex"
2009 Moxie Award - Best Short Form - "Acne Complex"
2009 Telly Award - Creative Excellence - "Chalean Extreme"
- 2007** **Editor/Assistant Director/DP**, Elevate Film Festival - "Legacy of Love", Feature Documentary
Screened at **Kodak Theater** - Los Angeles, CA (elevatestudios.us)
WINNER: Documentary Audience Choice Award
- 2006** **Lead Editor**, M2G Media - Various Broadcast/Corporate/Newsreel/Private clients
Irvine, CA (m2gmedia.com)
CLIENTS: **Honda**, **Nissan**, **Amgen**, Los Angeles Water District - PBS

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SELECTED PROFESSIONAL WORK (CONTINUED)

- 2004** **Assistant Director/Editor**, Cine Nirvana - Dance Documentary Series
Delhi, India (cinenirvana.com)
Coverage in 6 National & Local Newspapers for Jharkhand documentary work
- 1999-p** **Director/Editor/DP**, Imaginations Ink – Freelance Video Production
Los Angeles, CA (imaginationsink.com)
CLIENTS: **Vidal Sassoon**, Orangutan Foundation International (OFI), Sumatran
Orangutan Society (SOS), Dian Fossey Gorilla Fund, International Fund for Animal
Welfare (IFAW), John McConnell (founder of Earth Day), Various Musicians
- Prior** **Assistant Director/Stage Manager**, African American Theater Arts Troupe
Santa Cruz, CA (ucsc.edu)
Awarded the UCSC African American Student Life Fund Scholarship

ACTIVITIES

- Memberships** **Motion Picture Editors Guild – Local 700 (Industry Experience Roster)**
Women in Film (WIF)
Women in Technology International (WITI)
- Non-Profit Collaboration** Orangutan Foundation International, Sumatran Orangutan Society, Dian Fossey
Gorilla Fund, International Fund for Animal Welfare (IFAW), American
Wheelchair Mission, Teaching & Augmented Communication for Learning
Enhancement (T.A.C.L.E.), Assessment and Treatment Services Center (ATSC),
Nepali Women Empowerment Movement, Skills for Humanity
- Overseas Production** India, Sri Lanka, Nepal, Thailand, Laos, Indonesia, South Korea, Japan, Australia,
England, Scotland, Wales, France, Germany, Canada, USA, Mexico, Costa Rica,
Argentina, Brazil
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References furnished upon mutual interest.