

CANDICE REINEKE

csreineke@gmail.com 904-631-7129 portfolio: candicereineke.com

EDUCATION

University of Florida	Master of Arts in Mass Communication - Audience Analytics	Currently enrolled
University of Florida	Graduate Certificate in Global Strategic Communication	2021 – GPA 4.0
University of Florida	Bachelor of Science in Telecommunication - Production	2003 – GPA 3.97 <i>Summa Cum Laude</i>

SKILLS

Creative Multimedia Production	Team-Building & Mentoring	Visual Storytelling
Virtual Strategy	Contract Negotiation/Business Strategy	Video Directing & Editing
Graphic Design	Process Improvement	Writing/Scripting
Podcasting & Audio Mixing	Client Relationship Management	Project & Content Management

WORK EXPERIENCE

MedAxiom, an American College of Cardiology Company Virtual/Remote | Jan 2013 – Present

Director, Production and Virtual Strategy - Enterprise Apr 2020 – Present

Outcomes:

- In response to the pandemic, led the company in adapting its in-person events to entirely virtual, which more than doubled attendance and revenue.
- Played a pivotal role in winning new contracts by positioning MedAxiom as the experts to whom cardiovascular (CV) organizations can turn for their transition to virtual.

All Previous-Role Duties, Plus:

- Drives virtual content strategy for educational offerings, conferences, and client/partner events, presenting strategic rationale to creatives and non-creatives alike.
- Manages suite of virtual tools and vendor relationships.
- Leads the evolution of multimedia content, pursuing strategic and innovative platforms/channels.

Production Director, Enterprise Dec 2014 – Apr 2020

Outcomes:

- Improved conferences by taking on the new role of directing *all* aspects of audio/video services.
- Enhanced the overall look/feel, brought in a higher-quality production crew, standardized processes, and negotiated a 40% reduction in third-party equipment and labor costs.
- Started a podcast and recruited top-notch talent for the increased demand for production services.

All Previous-Role Duties, Plus:

- Manages all production resources, including staff, freelancers, and corporate A/V equipment.
- Ensures high-quality deliverables and provides opportunities for staff's professional growth.
- Oversees the production of multimedia content for:
 - Marketing campaigns
 - *MedAxiom HeartTalk* (video series and podcast)
 - Virtual education products (live webinars and on-demand training courses)
 - Conferences and client/partner events (in-person, virtual, and hybrid)

Video Production Specialist, Enterprise Jan 2013 – Dec 2014

Outcomes:

- Developed a roadmap for a visionary digital conduit, *MedAxiom HeartTalk*, executing its delivery to market for the nation's top CV leaders to share their experiences and expertise
- Leveraged the power of video to drive the Quadruple Aim of Healthcare: better clinical outcomes, lower costs, improved patient experience, and provider wellbeing.

Duties:

- Works cross-departmental as an internal production house, servicing all MedAxiom business units composed of teams in different locations across the U.S.
- Executes all stages of production: client communications, directing, scripting, set design, lighting, A/V recording, editing, graphics design, music, and sound effects.
- Executive Producer for *MedAxiom HeartTalk* video series, partner success stories, and internal/staff culture campaigns.

WJXT-TV NEWS4JAX, a Post-Newsweek Station

Jacksonville, FL | Apr 2004 – Jan 2013

Director/Producer/Editor, Client and Creative Services

Outcomes:

- Candice's work earned a **Suncoast Emmy Award** (2013 Editor), **Telly Award** (2009 Editor), and **Edward R. Murrow Award** (2007 Assoc. Producer).
- Solidified WJXT-TV as the "go-to" production experts for local/regional brands and captivated audiences with her visual storytelling expertise.

Duties:

- Worked cross-departmental as an internal production house for News, Promotions, and Sales.
- Executed and trained interns and colleagues on all stages of production: ideation, client communications, scripting, directing talent, lighting design, A/V recording, editing/post-production, graphics design, music, and sound effects.
- Collaborated effectively with hundreds of clients, ad agencies, sales executives, and on-air talent.
- Assistant Director & Graphics Designer for Evening News (July 2004-2008)
- Studio Camera Operator & Chyron Operator for The Morning Show (Apr 2004-July 2004)

WUFT-TV (PBS affiliate at the University Florida)

Gainesville, FL | May 2002 – Jan 2004

Crew Chief, Director and Technical Director

Outcomes:

- Received the **May Burton Award for Broadcast Production Excellence** and the **Outstanding Scholar Award** from the University of Florida - College of Journalism & Communications.

Duties:

- Assigned TV production roles weekly for a crew of 35-40 University of Florida students.
- Maintained training system for crewmembers and ensured all tasks were performed to standard.
- Directed live newscasts, operated video switcher, and led a performance evaluation after each show.
- Produced University of Florida's Homecoming Parade, live on Cox Cable and WUFT-TV.

FREELANCE CREDITS

- **Stop At Nothing:** Jacksonville – Production Consultant (2018)
- **Steven A. Bagen & Assoc:** Gainesville – Director, Day-in-the-Life Documentary (2003-2004)
- **Sunshine Network-Gator Vision:** Gainesville – Audio Operator (2003-2004)
- **ESPN NFL Sunday Night Football:** Jacksonville – Production Asst. (2003)

SOFTWARE, EQUIPMENT & PLATFORMS

- **Software:** Adobe CC (Premiere Pro, Audition, Media Encoder, Photoshop, InDesign), Final Cut, Doodly, Canva, Spreaker Studio, Accrisoft, WordPress, Basecamp, Trello, Monday.com
- **Switchers:** Blackmagic ATEM, Grass Valley; **Cameras:** Canon, Sony & Panasonic; **Microphones:** Sennheiser wireless, H4N Zoom, Blue Yeti; **Lights:** Socanland LED, Genaray
- **Virtual platforms:** OneStream Live, Pathable, Cvent, Vimeo Livestream Studio, GoToWebinar, Zoom

References Available Upon Request