BEN TEDERSTROM

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PROFESSIONAL SUMMARY

Highly creative Video Editor, Videographer, Motion Graphics Designer, Graphic Designer, Multimedia Producer, and Photographer with extensive experience designing and developing digital and print materials for marketing, HR, internal training, and corporate events in deadline-driven environments, from initial concept to final polished deliverable, who works well both independently and as part of a team, with a demonstrated history of working with the latest video, audio, editing, and camera software and equipment.

CORE PROFICIENCIES

Graphic Design | Branding | Advertisements | Logos | Promotional Material Design | Photo Retouching | Social Media | Marketing | Videography | Video Editing | Motion Graphics | Photography | 360° Tours | Audio Recording | Adobe Creative Suite (Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Audition, Adobe Media Encoder, Adobe InDesign) | ElevenLabs (AI voice-over software) | Envato Elements (stock image catalog and AI-generation tools) | Microsoft Office Suite

EXPERIENCE

Multimedia Designer, Video Editor, and Graphic Designer

Freelance | 2013–Present

- Created EPA cleanup overview to solicit bids from contractors: Black & Veatch.
- Produced explainer and partner-and-client testimonial videos for nonprofit organization: Open Doors ATL.
- Designed business cards and presentation covers: Innovative Air Technologies.
- Shot and created panoramic tours of parks and rec centers: Cherokee County Parks and Rec.
- Created social media videos for AIDS awareness campaign: Accent Creative Group.

Creative Services Specialist II

Rollins | October 2023–October 2026

- Partnered with diverse cross-functional teams—including Executive, Marketing, HR, and Corporate Events—to deliver engaging multi-platform videos through storyboarding, script writing, and video production/editing for corporate communications, events, websites, and social platforms.
- Spearheaded the development of visual assets, presentations, and graphic design materials from initial concept and project strategy through final production and execution.
- Tasked with bringing graphic design projects back in-house from external design firms by producing dynamic and professional graphics in corporate sustainability reports, marketing materials, and internal company magazine.
- Enhanced department video capabilities and turnaround time by introducing stock catalogs and generative AI tools that fast-tracked creative workflow.

Multimedia Producer

Creative Circle | June 2023–October 2023

- Created engaging videos and graphic design materials: Rollins

Multimedia Producer
Rent. | Atlanta, GA | January 2015–June 2022

- Provided storyboarding and project strategy to produce multimedia videos, interactive media, and presentations for events, sales training, company website, and social media as part of a tight-knit creative team that collaborated with cross-functional departments, including Corporate Events, Recruiting, Training, B2B, B2C, HR, Executive Team, and Marketing team.
- Developed in-house Audio/Visual department, procured all equipment needed, and trained and mentored team members.
- Produced engaging product promotional videos and testimonials showcased on company website and at conferences and trade shows using a combination of live video, screen capture videos, and motion graphics animations consistent with company brand identity.
- Collaborated with the sales training team, creating in-house training videos to facilitate onboarding and continued training of existing sales team.
- Developed videos to highlight special events and occasions, including shooting story-driven B-roll footage and photographing and recording live events.
- Created fun and engaging videos based on our most popular blogs to enhance our social media presence.

Creative Media Specialist
Rent. | Atlanta, GA | November 2013–January 2015

- Responsible for creating online media that included photo retouching, HD videos, 360° panoramic tours, and voice-overs for digital marketing solutions.
- Tasked with training Creative Media department and 15-20 contractors on 360° panoramic tour software.
- Volunteered to take professional headshots for all company employees.

Graphic Design Contractor
Yoh | Atlanta, GA | April 2013–November 2013

- Fast-paced production position: created online media that included photo retouching, HD videos, and voice-overs for digital marketing solutions. This was an initiative to convert print listings to digital listings and involved over 10,000 images.

EDUCATION

Master of Fine Arts, Printmaking
Ohio State University, Columbus, OH

Bachelor of Arts, Studio Art
College of Wooster, Wooster, OH

AWARDS

GRAPHIC DESIGN USA 2021, American Graphic Design Award

RentPath Creative Services & Events, RentPath NAA Exhibit

GRAPHIC DESIGN USA 2020, American In-House Design Award

RentPath Creative Services & Events, RentPath Gives Back Campaign

GRAPHIC DESIGN USA 2020, American In-House Design Award

RentPath Creative Services & Events, RentPath NAA Exhibit