

Ben Tederstrom



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<https://btederstrom.wixsite.com/portfolio>

Summary

Award-winning, highly creative, and multi-talented Video Editor, Multimedia Producer, and Graphic Designer, with extensive experience designing and developing digital and print marketing and training materials and solutions in deadline-driven environments from initial concept to final polished deliverable. Seeking position to grow personally and professionally in a creative role.

Contact me at btederstrom@gmail.com / 740-417-3471

Experience



Multimedia Designer / Video Editor / Graphic Designer

Freelance

Jan 2013 - Present (10 years +)

Designing and developing digital, video, and print marketing and training materials and solutions.



Multimedia Producer

Rent.

Jan 2015 - Jun 2022 (7 years 6 months)

Developed in-house Audio/Visual department, procured all equipment needed, trained and provided support for a team of 4 employees, which led to the creation of the position of Multimedia Producer.

Produced product promotional videos used on company website and at conferences in order to educate potential clients on all the latest products.

Worked closely with the sales training team to facilitate onboarding and continued training of existing sales team by creating in-house training videos. The videos kept the sales team up-to-date on the latest sales tools and software, products, and the best sales methodology.

Developed videos to highlight special events and occasions. This included shooting story-driven b-roll footage, photographing and recording live events.

Created fun and engaging videos based on our most popular blogs to enhance our online presence.

Part of a tight-knit creative team that worked closely with Corporate Events, Recruiting, Training, B2B, B2C, Human Resources, the Executive Team, and the Marketing team. Provided storyboarding and project strategy to produce multimedia videos for events, sales training, company website, and social media.



Creative Media Specialist

Rent.

Nov 2013 - Jan 2015 (1 year 3 months)

Responsible for creating online media that included photo retouching, HD videos, 360° panoramic tours, and voice-overs for digital marketing solutions. These products aided in getting near or full occupancy for thousands of apartment communities.

Tasked with training Creative Media department and some 15-20 contractors on 360° panoramic tours software during an initiative to provide all existing clients with tours on their apartment listings.

Volunteered to start taking professional head shots for all company employees. Subsequently created the in-house A/V department.

Graphic Design Contractor

Yoh, A Day & Zimmermann Company

Apr 2013 - Nov 2013 (8 months)

Worked on a fast-paced production job for RentPath that involved using Photoshop CS5 to do real estate photo touch-ups and Premier CS6 to create promotional videos of rental properties.



Courseware Graphic Lead/Photography Lead/Videographer

MindLeaders

Oct 2008 - Dec 2012 (4 years 3 months)

Created engaging multimedia graphics for technical, soft skill, and custom e-learning courses. Clients included MetLife, Kohler, and Bersin & Associates.

Assisted in the development of in-house photo and video department to shoot stock and course-specific photographs and videos to enhance company courseware.

Provided first-level support to 5–8 Multimedia Designers

Education



The Ohio State University

MFA, Printmaking



The College of Wooster

BA, Studio Art

Skills

Photography • 360° Panoramic Tours • Photo Retouching • Audio Recording • Video Editing • Motion Graphics • Videography • Graphic Design • Adobe Creative Suite

Honors & Awards



American Graphic Design Award - GRAPHIC DESIGN USA

2021

RentPath LIVE

RentPath NAA Exhibit



American In-house Design Award - GRAPHIC DESIGN USA

2020

RP Creative Services & Events

RentPath Gives Back Campaign



American In-house Design Award - GRAPHIC DESIGN USA

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RentPath NAA Exhibit