

# Rebecca Clements

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I am a Motion Designer with 8+ years of experience in search of a role to expand upon my skills as a motion designer, animator, and editor, collaborate with other creative professionals, and continue finding new ways to tell engaging stories through video.

## Education

### B.A. English

### B.A. Film, Television, & Digital Media

Minor: Spanish

University of Kentucky 2012–2016

Summa Cum Laude

## Awards

### ● Impact Award | 2020

An Impact Award honors employees who have made an exceptional impact on Appian's business, employees, customers, partners, or culture over the last quarter.

### ● Nexus Award 2017

The Nexus Award honors an employee for their significant contribution to a department outside of their own.

### ● Corporate "Badges"

Managers, directors, and VP+ level employees are given the opportunity to award four badges (one per category) to "remarkable talent in the organization" each year.

- Top Performer  
2022, 2020, 2019, 2018, 2016
- Hardest Working  
2023, 2018
- Best Future at Appian  
2017, 2016
- Appian Spirit  
2017

## Skills

**Software:** Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop), and beginning to learn Blender

**Motion Design:** concepting, storyboarding, 2d animation, editing, sound design

**Creative Leadership:** creative problem solving, collaboration, client communication, team management

## Experience

### ● Freelance Motion Designer and Video Editor (Oct. 2023–current)

*VOX Global, Part-Time Contractor (Oct. 2023–current)*

- Produce video content as an integrated member of the Creative Team, including explainer videos, organic and paid social posts, and sizzle reels
- Ensure all projects are consistent with brand guidelines across 15+ clients
- Collaborate with Public Affairs team to create project budgets and timelines, ensuring the client's preferred style for the project matches the scope

*Collibra, Part-Time Contractor (Dec. 2023–current)*

- Produce content as an extension of the internal Creative Team, including videos for events (pre-event promos, digital signage, opening videos, and speaker intros), organic social posts, campaign videos, demos, explainers, web banners, and internal culture videos
- Organize brand assets in Adobe Libraries for easier collaboration and brand consistency across the team

### ● Senior Video Producer *Appian Corporation (2020–Sept. 2023)*

- Directed, delegated, and supported the production of all video content
- Managed three direct reports (two in-house, one freelance) to ensure all content was on brand, consistent, and delivered to 100% client satisfaction
- Advised on video content direction in the transition to a new brand
- United design and video teams alongside the Art Director during hiring transition for Creative Director
- Organized video file storage system to optimize collaboration across the team
- Continued individual contributor responsibilities as a Video Producer

### ● Video Producer *Appian Corporation (2018–2020)*

- Designed and animated videos (most commonly but not limited to: explainer videos, demos, and social ads) based on scripts provided by project stakeholder. This included:
  - Creative problem-solving to translate complex concepts into an easy-to-understand format
  - Reviewing the script and collaborating with the copywriter/ product team to ensure script will produce the most impactful video
  - Designing a storyboard to bring the script to life in a visual format
  - Audio production: hiring a voiceover artist, finding and editing the right music and sound effects
  - Animating motion graphics and demo screen recordings
  - Working with the stakeholder to make sure it is reviewed by the appropriate groups and implementing their feedback to finalize the piece
- Led event support from a motion graphics/ video standpoint in collaboration with the Creative Director, Design team, Events team, and external production company for flagship event (2000+ attendees) and four regional events throughout the year. This includes:
  - Meeting tight deadlines under pressure to produce all video assets for the event, including the opening video, mainstage title animations, lower thirds, pre-roll, transitions, PiPs
  - Onsite event video support, including overnight edit of footage shot onsite to be shown as an event recap
- Edited videos from raw footage; provided recommendations to the project stakeholder to produce the best possible result and ensure content is on brand both in visual style and tone

### ● Junior Video Producer *Appian Corporation (2016–2018)*

- Produced Marketing video content such as customer success story videos, social media campaigns, and demo videos
- Collaborated & strategized with the Talent Acquisition team to produce video content to grow the brand's identity on social media in support of ambitious hiring goals
- Worked directly with the Chief of Staff to produce video content supporting the company's IPO in 2017