

STEPHANIE TESTA

CREATIVE TEAM LEADER

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An experienced video-production team leader that blends strong business and creative expertise. Built two successful creative companies from the ground up, and is deeply experienced in all facets of video production and post. Has a reputation for managing strong, efficient and happy creative teams. Career highlights include:

- ▶ Designed and launched video production studio rental business in NYC. Positioned company for sale, and was acquired in 2020.
- ▶ Built a thriving creative agency with a profitable \$1.2M annual revenue. Led transition of business to a joint venture partner.

WORK EXPERIENCE

Creative Team Leader + Director Contract, 2020 - current

Recruited to manage the videos for several ongoing product launches + crowdfunding campaigns. Highlights:

- ▶ TOPSHELF – managed video + post production for a campaign that *raised over \$1.2M*
- ▶ BUBBLE HOTELS – managed video + post production for a campaign that *raised over \$932K*
- ▶ TIDYBOARD – managed the post-production of a product launch video that raised over \$670K
- ▶ BUSYBOX – conceptualized + executed production for a product launch video that raised over \$330K

Founder, General Manager Firelight Studio, 2017-2020

Launched a successful cyclorama studio rental company in NYC. Strategized, designed and built-out the custom studio space that continues to serve as a thriving hub for video productions.

- ▶ Achieved profitability in year 1 and delivered year-over-year growth
- ▶ Clients included notable production companies, publications and TV networks such as Viacom, FX, Vox, Mustache Agency, Bustle, and the Washington Post
- ▶ Positioned the studio for sale after 3 years of profit growth.
- ▶ Acquired by Deverge Studio in 2020

Founder, Head of Creative Development + Production Operations One Glass Video, 2007-2019

Created a video agency that served consumer brands, commercial agencies, and publishers. Built and led a team to execute productions with budgets up to \$250,000. Drove business strategy, monitored and optimized efficiency, and managed up to 25 projects concurrently.

- ▶ Successfully delivered 200+ projects annually (2,000+ videos during tenure)
- ▶ Maintained 5+ year client relationships with global brands
- ▶ Grew the company to a profitable \$1.2M annual revenue
- ▶ Negotiated and led transition of the business to a joint venture partner

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ONE GLASS VIDEO, *continued*:

- ▶ GAP, INC. – 8+ year relationship that included video production for product-launch, social media video content, and employee recruiting communications.
- ▶ WIRED (Brand Lab) – among dozens of projects with the publication, executed all video production for the launch of Nokia’s #maketechhuman series, featuring thought leaders worldwide.
- ▶ THE NEW YORKER – 6+ year relationship to exclusively provide yearly video services for The New Yorker Festival, an annual festival celebrating ideas and arts.
- ▶ TENEMENT MUSEUM – Planned and executed a complete overhaul of the museum’s video communications, including marketing and historic content.
- ▶ WOMEN’S HEALTH – Woman V. Workout. Delivery of a 26-Episode series shot across North and Central America, with several episodes exceeding 3M views.

MANAGEMENT SKILLS

Creative team leadership
Production Management
Staffing + Team building
Project Management
Timelines + Tracking
Budget + Profitability

TECHNICAL SKILLS

Studio Design + Build-Out
Cinematography
Production Lighting
Editing (Premiere, FCPX)
Animation (After Effects)
Full Adobe Creative Suite
DaVinci Resolve

EDUCATION

University of Rochester
Bachelor of Arts
Film & Media

NYC Small Business Admin.
Certificate
Business Management

OTHER WORK EXPERIENCE

Consultant – Post-Production Contract, 2005-2015

Sought out by directors and producers to provide post-production workflow guidance, including editing, sound design, and animation.

Key Projects Include:

- ▶ A HORSE IS NOT A METAPHOR - Teddy Award, Best Short Film, Berlin International Film Festival, Black Maria Film Festival, International Documentary Film Festival of Navarra Punto de Vista
- ▶ MAYA DEREN’S SINK – Teddy Award, Best Short Film, Berlin International Film Festival, IDA Award Nomination, International Documentary Association
- ▶ WELCOME TO THIS HOUSE – Pride Award, Ashland Independent Film Festival

Editor + Cinematographer Snippies, 2006-2007

Hired by video production and consumer insights company serving high-profile brands globally. Oversaw project filming and editing for clients such as Google, Microsoft, Amazon Web Services, and Kraft.

Editor + Writer SundanceTV, 2005-2006

Wrote and edited on-air promos for films and television programming.

- ▶ Wrote and edited 20 promos weekly for ever-changing schedule of films and TV shows.
- ▶ Subject matter expert in the migration of technical teams to the latest editing software.
- ▶ Provided technical support to the post-production staff, and trained incoming staff.