

TRISTAN RIDDELL

Creative Director

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🌐 www.tristanriddell.com

✉ contact@tristanriddell.com

📍 Glenview, IL



EXPERIENCE

Senior Creative Specialist

Northwestern Medicine

📅 03/2023 - Ongoing 📍 Chicago, IL

- Leads creative video projects for NM marketing channels.
- Partners with other creative directors to deliver creative strategies, concepts, and execution on system-wide campaigns for broadcast, print, OOH, and other creative projects.
- Conceives and executes creative campaigns through all phases of development.

Associate Creative Director

Northwestern University

📅 08/2013 - 03/2023 📍 Evanston, IL

- Created all video branding and promotional material for successful \$6.1 billion "We Will" campaign
- Leverages in-depth knowledge of production methods, sound design, graphic design, and motion effects
- Supervises shoots with budgets ranging \$0 to \$250k often directing dozens of film crew and support staff
- Leads creative team meetings to share ideas and bring actionable plans to fruition

Lead Video Editor/Graphic Designer

Pro Football Weekly

📅 08/2010 - 03/2013 📍 Riverwoods, IL

- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base
- Established workflow and technique that helped increase video views from several hundred to millions
- Produced coverage for three Super Bowls on-location

Video Editor

U.S. Soccer Federation

📅 09/2009 - 08/2010 📍 Chicago, IL

- Produced dozens of commercial videos, promos, interviews, and segments for broadcast, on-demand, and web
- Chicago liaison to US Soccer Men's National team during 2010 World Cup
- Lead editor on Weezer music video, "Represent"

Director/Producer/Video Editor

PBS

📅 09/2008 - 09/2009 📍 Urbana, IL

- Revitalized video editing department of seasoned veterans for a new era
- Edited commercials, show opens, spots, a full length local Emmy nominated documentary
- Directed live television shows and succeeded in making their local flagship show go state-wide

Lead Video Manager

Olivet Nazarene University

📅 09/2004 - 05/2008 📍 Bourbonnais, IL

- Cultivated talented team of nine editors and four videographers through outstanding mentoring, coaching, and teaching skills
- Directed and produced live and staged multi-camera events
- Developed and recommended department operating budget and kept expenses within budget.

SUMMARY

Innovative Creative Director adept at budget development and vendor negotiation demonstrated over 20 years of experience in production roles. Well-versed in project management and creative team development with a drive for fostering the client's vision.

EDUCATION

B.S. in Mass Communication: Film
[Olivet Nazarene University](#)

SKILLS

Communication

Marketing

Branding & Identity

Digital Media

Video Production

Graphic Design

Motion Graphics

Vendor Negotiation

Media Industry Expertise