

TARA CATHERINE REID

DIRECTOR & PRODUCER

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CAREER OBJECTIVE

I am a creative and detailed-oriented producer, planner, and problem solver with a decade of experience in digital media and video production. I am motivated to make the workplace more human-centric and fun. My favorite compliment from a colleague was when she attributed the success of a production and her feeling of ease to my calmness and warmth on set.

CORE SKILLS

- End-to-end Video Production
- Vendor Management
- Asset Management
- Expert editor, with experience in:
 - Adobe Premiere Pro
 - After Effects
 - Adobe Photoshop
 - Final Cut Pro
- Expert Communicator
- Project Management
- Creative Content Management
- Professional Voice Over Artist

CAREER HISTORY

CO-EXECUTIVE PRODUCER, Rolling Stone, Penske Media Company

Jan. 2024 - Present

- Oversee end-to-end production for a variety of high-profile and cross-platform editorial video series including *Cover Shoot BTS*, *Musicians on Musicians*, *On Deck*, *The Breakdown*, and *The Green Room*
- Lead and manage freelance teams of production staff including videographers, lighting technicians, audio engineers, and video editors to produce engaging and visually compelling video content aligned with Rolling Stone's brand and editorial standards
- Develop and maintain production schedules, budgets, and resource allocations, optimizing efficiency and meeting project deadlines consistently
- Implement innovative production techniques and workflows to enhance video quality and streamline production processes, resulting in improved content output and audience engagement
- Orchestrate the strategic distribution of video content across multiple platforms, including YouTube, Rollingstone.com, and social media channels, optimizing titles, descriptions, and tags with relevant keywords to maximize search visibility and audience engagement, effectively enhancing brand visibility

DIRECTOR OF PRODUCTION, Rolling Stone, Penske Media Company

June 2022 - Jan. 2024

- Conceptualize and develop highly successful video series including *The Sound Tracks* and *What Would You Do*, which cater to film and TV talent and have collectively garnered 1M new video views on YouTube alone within 10 months.
- Conduct interviews with talent including Kristen Stewart, Kaytranada, Catherine Hardwicke, Sounwave, and Nicholas Britell, among many others
- Oversee post production activities, including editing, color grading, and sound design, to maintain consistency in visual style and storytelling across all video content
- Collaborate closely with internal stakeholders, including editorial, social, photo, and sales teams to understand project objectives and deliver tailored video solutions that meet strategic goals

PRODUCER, Entertainment Weekly, Dotdash Meredith

Jan. 2019 to June 2022

- Head Entertainment Weekly's NYC video production for all video shoots and edits by managing stakeholders, directing content decisions, and driving implementation. Most notably, I have led EW's Around the Table shoots with the cast of *RuPaul's Drag Race*, *The Many Saints of Newark*, *Don't Look Up*, and *The Matrix*, among many others.
- Lead end-to-end production and management of EW's Bold School and Awardist series, accounting for over 300 videos. The Awardist is one of ew.com's most popular O&O series, which is featured on its front page.
- Interview talent, including David Chase, Jonathan Van Ness, Nick Cannon, and Jeffrey Dean Morgan, among many others.

ASSOCIATE PRODUCER, Entertainment Weekly, Meredith Corporation

Aug. 2017 to Jan. 2019

DIGITAL VIDEO INTERN, CNBC, NBCUniversal

Jan. 2017 to May 2017

POST PRODUCTION INTERN, NBCUniversal

Sept. 2016 to Dec. 2016

ACADEMIC HISTORY

RUTGERS UNIVERSITY, THE STATE UNIVERSITY OF NEW JERSEY

May 2017

BA in Journalism and Media Studies, Minor in Philosophy

- Certificate in Digital Filmmaking
- Media Manager of Rutgers NO MORE
- Media Manager of The Livingston Theater Company
- Videographer Intern at Rutgers Student affairs Media Team
- Videographer Intern at Rutgers Today Media Relations
- Reporter and voice over artist for Rutgers Around the World TV show