



KATHRYN JEFFORDS

CONTACT

WEB: kathrynjeffords.com
WRITE: kjeffords6@gmail.com

BASED IN BOISE, IDAHO
WILLING TO TRAVEL

EDUCATION

ELON UNIVERSITY

BA Strategic Communications
Elon Documentary Production Program Certificate

EXPERIENCE

FILMMAKER

INDEPENDENT (PRESENT)

I have worked on professional films of all genres including documentaries, commercials, indie films, short form educational programs and television programs. I have served as a director, videographer, editor, writer and production assistant. Key projects include:

- Directed and produced a music film project based in Boise, ID. Developed vision, fundraised, assembled cast and crew, managed budget and directed on set.
- Directed and produced three videos which increased awareness and engagement for a community-wide health campaign through St. John's Hospital Foundation.
- Directed and produced award-winning short documentary, *Bout Queens*, telling the inspiring stories of two women who transformed their lives through roller derby

SKILLS

creative direction
project management
media production
organizational
budgeting
interpersonal

google apps
microsoft office
premiere pro
illustrator
indesign
lightroom

ART ASSOCIATION OF JACKSON HOLE

DIRECTOR OF MARKETING & COMMUNICATIONS (APRIL 2017 - APRIL 2019)

- Developed integrated communications strategy, managed executive communications (internal and external) and launched initiative to re-brand the organization
- Curated high quality photo, video and print content to promote the mission of the organization and highlight artist workshops, gallery exhibitions and multi-day events
- Reallocated marketing resources across nine departments; cut expenses by 20%
- Partnered with fundraising department to raise \$865,749 per year through targeted efforts

JACKSON HOLE WILDLIFE FILM FESTIVAL

MARKETING & PARTNERSHIPS MANAGER (MAY 2014 - APRIL 2017)

- Designed and executed marketing initiatives for international industry conferences, film festivals and national public engagement campaigns
- Launched international campaign and film showcase with United Nations agencies to bring global attention to critical environmental, social and economic challenges
- Served as the Associate Producer of United Nations World Wildlife Film Showcase, TEDx Jackson Hole, Science Media Awards & Summit and the Jackson Hole Wildlife Film Festival

SUSIE FILMS

PRODUCTION ASSOCIATE (JUNE 2014 - AUGUST 2014)

- Conducted market research to advance sales and programming goals
- Production assistant on set



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▶ PRODUCTION EXPERIENCE

DIRECTOR/PRODUCER

- *Got to Be Love*; music film; in partnership with Co-op Creative
- *Here for You*; 2017; video campaign for St. John's Hospital Foundation
- *Bout Queens*, 2015; short documentary
 - *1st Place Winner at River Run International Pitch Festival. Premiered at Alice Film Festival in Durham, NC.
- *Hole Scroll Mobile App Commercial*; 2018; Orijin Media
- *Investing in Creative Minds*; 2017; Fundraising Video for Art Association of JH

VIDEOGRAPHER

- *American Dream*; 2019; Ignite Media for National Television
- *Apartment Therapy Tiny Tour*; 2019; "Mountain Modern" cabin tour in Wyoming
- *Data Virtuality Commercial*; 2019; Co-op Creative
- *Tribal Talks Series*; 2018; Educational series for Central Wyoming College
- *TEDx Jackson Hole*; 2018; Produced by Jackson Hole Wild
- *Captain Sully Jackson Hole*; 2018; Orijin Media for Jackson Hole Airport

EDITORIAL

- *TEDx Jackson Hole*; 2015; Edited series of 8 talks
- *Jackson Hole Wildlife Film Festival Trailer*; 2014-2015
- *Ice Cream Nation*; 2013; Susie Films for Food Network
- *Food Network 20th Anniversary Special*; 2013; Susie Films for Food Network
- *Multimedia Editor*; 2014-2015; Elon University Newspaper

PRODUCTION ASSISTANT

- *Dogs*; 2019; Daring Films for Netflix
- *Camille Beckman Baby Balm Commercial*; June 2019; Co-op Creative
- *Camille Beckman Youtube Series*; 2019; Co-op Creative
- *Natalie Lemas "UnLock Your Light" Series*; 2019; Co-op Creative
- *Baby Ask Music Video*; 2016; Short film featuring artist Madelaine German
- *Ice Cream Nation*; 2013; Susie Films for Food Network