

# Jennifer N. Hipp

Experienced Broadcasting & Motion Graphics Professional

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<https://www.hippsvideomarketing.com>

## SUMMARY

Results-oriented broadcasting professional and motion graphic expert versed in live production, event management, print production and design, and video editing. Multi-faceted and creative individual with audio, video, graphic design and web content management experience.

## RELEVANT SKILLS

- Field Production & In-Studio Production
- Camera Operation (Pedestal; Gimbal; DSLR)
- Camera & Equipment Maintenance
- Technically Proficient
- 3D & 2D Animation
- Microsoft Office Suite
- Ross XPression CG & Graphics
- Studio Lighting
- Green Screen / Chromakey
- Chyron Graphics
- Teleprompter Operation
- Live Audio and Stage Rigging
- Branding
- Cable Wrapping & Gaffing
- Customer Service
- Multitasking
- Self-starter
- Team Player
- Deadline Oriented
- Enthusiastic
- Dependable

## EXPERIENCE

*Freelance - Motion Graphics Designer / Various Artist Roles*

### 3D Motion Graphics

- Work with clients to brainstorm product ideas and initial product design concepts
- Create and design storyboards for digital media formats such as advertising and commercial assets
- Select colors, fonts, images, and layouts based on brand guidelines



## 2D Motion Graphics

- Creating and delivering motion graphics for various media
- Working with art and creative teams to select audio, video, colors, graphic design, etc. for animation

## Web Design / Development

- Evaluate functionality, content, and photography to determine/execute changes as needed based on trends, programming needs, asset developments, hours of operations, and changes or additions to business models
- Creating mock-ups of the site for the client's approval
- Implement UX and UI principles, and mobile responsive design

## Print Design

- Create art files to conform with USA FDA national labeling laws and statutes, applicable certification (USDA Organic, Non-GMO, Kosher) requirements, etc.
- Maintain organization of art files including sharing with approved vendors to print labels and any other graphic files in the appropriate format and resolution

## **Saxton and Stump, LLC, Lancaster, PA** - *Motion Graphics Designer*

NOV 2017 - AUG 2019

- Created 12 original, fully-animated educational videos for software used nationally by physicians using Adobe After Effects, Premiere Pro, Illustrator, and implementation of expressive typography
- Quickly and efficiently turn around high-quality video and graphic design products based on requests from sales and marketing departments
- Create professional medical graphics based on real-world medical situations to serve in trial as demonstratives for jury
- Design and regularly manage 7 fully functional websites, plugins, and provide front and back end programming as needed using HTML/CSS and relevant web development software
- Implement SEO strategy for a trusted national insurance provider, increasing online visibility in target audience by 90%
- Work with intellectual property attorneys to ensure copyright protections for all marketing materials



**McGuire Air Force Base (CIV), 87th Force Support Squadron (FSK), Trenton, NJ -**  
*Visual Information Specialist*

SEP 2014 - NOV 2017

- Create weekly custom motion graphics to advertise events for over 75 base activity centers using Adobe After Effects, Illustrator, InDesign and Premiere Pro
- Create and manage website using HTML/CSS, saving department over \$10k in development costs
- Boosted on-base activities and programs sales by 35% using WordPress and relevant web development software
- Increased social media presence organically by 40% using original visual content
- Secured over 200 volunteers, 2016-2017 Summer Concert Series
- Assist with obtaining paid and in-kind sponsorships in support of Summer Concert Series, including exhaustive preparation and submission of contracts to Judge Advocate General's Corps (JAG Corps)
- Create and distribute over 15k monthly activity brochures and flyers to base populace using Adobe InDesign, Photoshop and Illustrator

**Mercer County Community College MCTV 26, West Windsor, NJ - MCTV Senior**

*Production Staff*

SEP 2004 - MAY 2008

- Director, "High School Basketball Championships" live telecast, 2007
- Director, "New Jersey Governor Jon Corzine Town Hall Meeting Broadcast" live telecast, 2007
- Producer, "MCN Live" weekly live telecasts, 2006-2007
- Assistant Director, Mercer County Community College Commencement live telecasts, 2006-2007

**AAA Mid-Atlantic, Hamilton Township, NJ - Emergency Roadside Assistance**

*Customer Service Representative*

MAY 2005 - SEP 2014

- Guest contributor, community blog website
- Trained and mobilized trainees through company peer mentor program
- Continually earned perfect quality assurance scores

**LINKS**

- <https://www.hippsvideomarketing.com>



## EDUCATION

- **Rider University** - *Bachelors of Arts*
- **Emerson College** - *Attended for 1 year*
- **Mercer County Community College** - *Applied Associates of Science (A.A.S.), Broadcast Television*

## INTERNSHIPS

- **Trenton Thunder AA Baseball Team (NY Yankees Affiliate)** - Production Assistant, 2006 - 2008

## AWARDS

- Silver Telly Award, Outstanding Live Game Coverage
- Videographer Award of Distinction, live production category
- General Curtis E. LeMay Award, exceptional customer service
- 2016 Best Overall Marketing Team, Air Mobility Command, United States Air Force
- Commencement speaker, 2008 Mercer County Community College Commencement