

# FRANCINE THAGARD

*"Video production pro with 15+ years of experience,  
looking for side work to go with my 9 to 5"*

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My portfolio: [www.FThagard.com](http://www.FThagard.com)

## **EDUCATION**

2006 - 2010

Bachelor of Arts in Communication and Information Sciences, The University of Alabama, Tuscaloosa, Alabama. Graduated May 2010. Major: Telecommunication and Film. Minor: Theatre.

University Honors Program member. Recipient of Presidential and Alumni Scholarships. President, Mallet Assembly Honors Program, 2008. President for Palmer Hall, Resident Hall Association, 2008 - 2009.

## **EMPLOYMENT**

*October 2023 - present*

***Digital Producer, Alabama Public Television, Birmingham, AL***

Create original video content for social media and internet video platforms, primarily YouTube. Shoot and edit video, create motion graphics, perform color correction and color grading, create YouTube thumbnails..

*October 2021 - October 2023*

***Contracted Video Editor and Motion Graphics Artist, Moira Studio, Boston, MA.***

Perform video editing, color correction and motion graphics duties on television and web ads, often on very short deadlines with close scrutiny from clients. Worked on more than 90 ads for over 20 campaigns during the 2022 US Elections, often as part of a team of remote workers.

*October 2021 - June 2022*

***Streaming Producer, Edgewood Presbyterian Church, Homewood, AL.***

Direct multi-camera streaming broadcasts of Sunday morning church services. Maintain and install audio and video equipment.

*June 2019 - June 2021*

***Promotions Producer, WIAT CBS 42, Birmingham, AL.***

Write, shoot and edit spots promoting the station's image, individual newscasts, special reports, events, and more. Work with Adobe Creative Cloud suite of programs along with stock media providers Killer Tracks, FirstCom Music, Digital Juice and Motion Array. Work with Avid's Interplay storage system to pull news footage and audio.

*December 2015 - June 2019*

***Topical Producer, WBRC Fox 6, Birmingham, AL.***

Write, shoot and edit spots mainly promoting newscasts in addition to the station's image, special reports, events and more. Also edit short videos for the station's social media pages, plus produce and write for Magic City Weekend, a lifestyle website run out of WBRC's offices. Work with Adobe Creative Cloud suite of programs along with stock media providers Killer Tracks, Digital Juice and Videoblocks.

*October - December 2015*

***Audio/Video Technician, ITA Audio Visual Solutions for Grandview Parkway Marriott, Birmingham, AL.***

Set up and disassemble audio/video equipment for hotel functions.

*October 2014 - July 2015*

***Part-Time Promotions Editor, WIAT CBS 42, Birmingham, AL.***

Edit spots promoting newscasts and the station's image. Sometimes shoot minor bits of video and write copy. Work with Avid's Media Composer and Interplay storage system to edit and to pull news footage and audio. Also work with stock media service Digital Juice.

*November 2012 - Present*

***Freelance Videographer***

Independent videography work including weddings, commercials, corporate video and more.

*July 2011 - January 2013*

***Contracted Videographer, Clatter and Din, Inc., Seattle, WA.***

Produce web commercials for West and Central Alabama businesses for feature on the WBRC Fox 6 website.

*January - July 2011*

***Contracted Videographer, Alabama Power, Birmingham, AL.***

Occasional assistant work on internal video projects.

*September - December 2009*

***Intern, WVUA-TV, Tuscaloosa, AL.***

Camera operator, floor manager and teleprompter operator for newscast.

*January 2008 - October 2021*

***Broadcast Producer/Videographer, First Presbyterian Church, Tuscaloosa, AL.***

Co-produce a weekly, hour-length live broadcast of church services via cable access and internet livestream; record wedding and funeral services; maintenance on video equipment; and conception and execution of church-related video projects.

### **NOTABLE PROJECTS**

*October 2023 - present*

***Garden Party***

Performed production and post-production duties on Alabama Public Television's first lifestyle show created for YouTube. In Garden Party, host Trace Barnett shows viewers how to create perfect Southern dishes and grow beautiful gardens, all with a touch of sass. I am the primary DP and one of a rotating team of three editors. I also created the motion graphics, music and the majority of the YouTube thumbnails, plus edit photos.

*May 2024 - December 2024*

***In the Margins - PBS Origins***

Performed post-production duties (editing, motion graphics, color correction) and created thumbnails for a PBS history anthology series on YouTube. Our team at Alabama Public Television was one of three PBS affiliates from around the country chosen to create four episodes each. The series highlights lesser known historical stories from the margins of American history.

*June 2022 - August 2022*

***Midterm Election Ads***

Performed post-production duties on more than 90 ads for more than 20 campaigns across the country during the 2022 midterms while working for Moira Studio. My work on these ads included editing, motion graphics and color correction.

*June 2021 - August 2021*

***SERMONZ***

Performed post-production duties on *SERMONZ*, a series of shorts directed by Bo McGuire whose film *Socks on Fire* won Best Documentary at the Tribeca Film Festival in 2020. These shorts were shown at the Alabama Contemporary Art Center in Mobile, Alabama as part of an exhibition on the Invisible Histories Project which preserves queer history in the South. My work on these shorts included editing, special effects, motion graphics and recording music.

*April 2013 - January 2016*

### ***Tuscaloosa Monorail***

Worked as co-producer and co-director on two seasons of *Tuscaloosa Monorail*, a local music and variety TV show. *Monorail* aired as paid programming first on Comcast channel 21 in Tuscaloosa and then on WIAT CBS 42 in Birmingham, Alabama. My work on this show included writing, directing multi-camera shoots, editing, special effects, motion graphics, some music, booking bands, coordinating with sponsors and TV stations, as well as occasional acting.

## **SKILLS**

### *Videography*

Have been shooting video professionally since 2010, and have been shooting with large sensor/interchangeable lens cameras since 2014. Began directing multi-camera shoots in 2008. Am familiar with the operation of dollies, jibs, gimbels, sliders, follow focus systems, incandescent and LED lights, light modifiers, lavalier and boom microphones, and more. Own full set of video production equipment including cameras, lights, microphones, a multi-camera switcher, and more.

### *Video Editing*

Began editing with Avid Media Composer in 2005, with Final Cut Pro in 2006, with Adobe Premiere Pro in 2015 and with Davinci Resolve in 2019, with the most hours by far logged in Adobe Premiere. Working in a broadcast television environment has made me an especially fast and organized editor.

### *Color Correction/Color Grading*

Have been color grading professionally since 2010. Am most comfortable with the Lumetri Color workflow in Adobe Premiere Pro and Adobe After Effect. Also have some familiarity with the Color Page in Davinci Resolve. Regularly use tools like the waveform monitor, vectorscope, RGB parade and false colors to maintain a consistent level of exposure and saturation across various monitors and television sets.

### *Motion Graphics/Special Effects/Animation*

Have been using Adobe After Effects since 2015. Skilled at creating bold motion graphics in 2D and 3D spaces. Can also enhance existing video footage using motion tracking and rotoscoping tools to remove and insert objects, create moving mattes and more. Some experience with limited character animation.

### *Graphic Design*

Have been doing graphic design using Adobe Illustrator since 2020 and Adobe Photoshop since 2010. This work has mostly been creating logos and graphics for video, television news and social media, but has occasionally included print work.

### *Writing for Video, Web and Social Media*

Have written for every aspect of television and web video marketing, including topical promos, station image promos, commercials, PSAs, and more. Have written numerous social media posts and some web articles, ranging from filler to deeply-researched work. Have worked with a comedic writing team in a variety show format. Have written (and voiced) a long-form informative video project for the web.

### *Photo Editing*

Have done light photo editing work in Adobe Photoshop since 2008 and Adobe Lightroom since 2019.

### *Audio Recording and Music Scoring*

Have done audio recording work for live musicians, with an eye toward prepping audio for mixing by third parties. Began using the REAPER digital audio workstation in 2015. Have created minor pieces of music for commercial projects using REAPER, FL Studio, Apple Garageband and Adobe Audition. Am also a decent piano player with a fair grasp on music theory.

### *3D Modeling*

Began using open source 3D modeling software Blender in 2013, with intermittent use since then. My 3D modeling skills are good enough to supplement my motion graphics work.