

# CORRINE McDERMID

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## SUMMARY AND QUALIFICATIONS

Talented and experienced communications professional passionate about visual and aural communication. Self-starting project producer and collaborative team member with strong organizational skills. Trustworthy and committed to delivering excellence on time and budget. Excellent communicator with a significant attention to detail; effectively communicating all conditions and requirements to stakeholders in a timely manner. Reputed team-player, collaborating across all levels of an organization, while balancing performance to meet a variety of metrics within remote and distributed environments.

Video Production | Content | Brand Awareness | Social Media | Filming | Editing | Journalism | Creative | Remote  
Self-initiating | Collaborative | Time and Task Management | Written and Verbal Communication | Growth Mindset

### *SKILLFULLY ADOPTING NEW TECHNOLOGIES QUICKLY AND INDEPENDENTLY*

**Creative:** Adobe (Photoshop, Illustrator, InDesign, Premier Pro), Final Cut Pro, Garage Band, iMovie, WordPress, HTML5, CSS3, YouTube, Social Media (Facebook, Instagram), Drupal, Mogulus, AVID, Canva Pro, Google Analytics

**Remote Collaboration:** Zoom, G Suite (Chat, Hangouts, Drive, Meet), Trello, Phone, Email

**Document Management:** Microsoft Office (Word, Excel, PowerPoint), Google Drive (Docs, Sheets, Slides)

## EXPERIENCE

### CAREER BREAK, EVERGREEN, COLORADO

08/2023 – Present

- Intentional pause to focus on full-time caregiving.

### FREE HORIZON MONTESSORI, GOLDEN, COLORADO

09/2021 – 08/2023

#### INNOVATION MARKETING COMMUNICATIONS AND OUTREACH COORDINATOR | PARTIAL REMOTE

- Lead and managed communication and marketing efforts throughout school.
- Partnering closely with administrative team to develop and implement a comprehensive communications and marketing plan that included online, print, and extensive social media as participation in community events.
- Generating reports related to communications and marketing efforts in order to track return on investment, impact of specific communications and marketing initiatives, and stakeholder feedback.
- Created and distributed multiple short videos about the program to families and prospects.
- Created and distributed weekly newsletter summarizing information from all departments.

### INDEPENDENT CONTRACTOR, VIRTUAL OFFICE / EVERGREEN, COLORADO

10/2020 – 08/2023

#### FREELANCE WEB WRITER | REMOTE

- Writing Blogger Outreach posts in style of target blogs incorporating links to client websites, other non-competing relevant links, and royalty free photos.
- Repackaging Medium review of book Profit First into review blog post for accounting firm using that system.
- Creating niche edits, incorporating links to client websites into existing blog posts.
- Expertly crafting topic-specific blog posts for fatjoe.com

### CAREER BREAK, EVERGREEN, COLORADO

10/2019 – 10/2020

- Intentional pause to focus on full-time caregiving.

**BURGWYN RESIDENTIAL MANAGEMENT SERVICES (BRMS), DENVER, COLORADO****03/2011 – 10/2019****DIRECTOR OF SUPPORT SERVICES -RUBY HILL RESIDENCES | PARTIAL REMOTE**

03/2016 – 10/2019

- Authored written responses to online monthly check-ins; distilling complex psychological and sociological ideas into everyday language.
- Conceived, marketed, and implemented exciting and educational activities appealing to all age groups.
- Successfully built an active, multi-generational community in low-income housing through dynamic interactions and online content.
- Composed PSA campaign focused on the reduction of improper guests visiting the community.
- Navigated the public benefits system and private assistance providers for individuals in need.
- Designed and marketed an incentive program to inspire residents to make positive changes in their lives.

**PROPERTY MANAGER AND SUPPORTIVE SERVICES DIRECTOR | PARTIAL REMOTE**

03/2011 – 02/2016

- Managed two low-income properties; one for seniors and another for former homeless veterans.
- Updated and maintained files with annual recertifications for the Colorado Housing and Finance Authority's Tax Credit program.
- Provided verbal and written education and information to clients to better assist their navigation of complicated Tax Credit and Section 8 systems.
- Filed extensive HUD Section 8 application paperwork with the Denver Housing Authority.
- Conceived and provided 400+ activities to foster a sense of community within six separate properties.
- Supervised a Supportive Services Coordinator for the property that houses veterans and co-authored an incentive program.

**INDEPENDENT CONTRACTOR, VIRTUAL OFFICE / EVERGREEN, COLORADO****12/2005 – 03/2011****MARKETING CONSULTANT | REMOTE**

- Provided publicizing services to Author Rick Posner following the release of Lives of Passion, School of Hope; producing and editing videos former students' interviews as well as creating and maintaining a Facebook page to grow audience.

**COLORADO DIRECTOR AND NATIONAL VIDEO JOURNALIST - THEUPTAKE.ORG | REMOTE**

- Created a temporary Colorado branch of TheUptake, a web-based citizen journalism initiative, to cover the Democratic National Convention (DNC) in Denver.
- Wrote, shot, edited, and produced stories from the Iowa caucuses, the New Hampshire primary, the Nevada Caucuses, the Democratic National Convention in Denver, and the Republican National Convention in St. Paul.
- Used Mogulus (now Livestream), an early online streaming service with camera switching technology, and an iPhone to provide live coverage.

**ASSOCIATE PRODUCER - RMPBS | REMOTE**

- Created topic briefs for producer and show host Cynthia Hessin for Colorado State of Mind program.
- Actively assisted in the weekly production of a senior-focused feature program.
- Produced a segment on memoir writing for seniors and edited it in AVID.

**PROFESSIONAL DEVELOPMENT****Digital Marketing Specialization (In Progress), Coursera, Remote Learning Platform****Graphic Design Specialization, Coursera, Remote Learning Platform****EDUCATION****Master of Arts | Broadcast Journalism, University of Westminster, London, England****Bachelor of Arts | English, Alliant International University, San Diego, California**

- Academic years completed in Nairobi, Kenya and Mexico City, Mexico