

TRI RESCHKE

CONTENT CREATOR

612.209.7737

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TriTree.art

Multifaceted creator and visual storyteller with over eight years of experience seeking to leverage my skills in content creation, video, photography, and design to define brands and expand their potential.

EDUCATION

DePaul University | Chicago, IL

BFA FILM & TELEVISION | Summa Cum Laude

EXPERIENCE

POST PRODUCTION COORDINATOR

Netflix (Bridgerton) | HBO (Black Lady Sketch Show)
2019 - 2022

- Created a multitude of graphics for shows utilizing Adobe Illustrator and After Effects.
- Consulted on and designed proof-of-concept pitch decks for episodes of the show with show's directors.
- Executed an effective workflow between artists, ensuring elements from a multitude of vendors were delivered correctly on tight deadlines.

CONTENT CREATOR

Freelance | 2019 - present

- Write, produce, design, direct, film, and edit over 100 videos, graphics, and pictures for social media content, narrative work, and advertisements across a multitude of platforms to audiences of over 140k followers.
- Consult with a diverse range of clients across industries to establish brand identity and execute visual branding strategies.
- Synthesize key data points from social media analytics into executable concepts to increase viewership and drive traffic to retail websites or in app purchases.
- Introduce new revenue streams and increased usership via the expansion of live content, YouTube videos, and paid subscriber content.

PROGRAMS

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Avid Media Composer

Final Cut • Davinci Resolve

Microsoft Office Suite

Zoom • Google Meets

TikTok • Instagram

Facebook • X / Twitter

SKILLS

Content Creation • Social Media

Influencer Marketing • Branding

Video Directing • Graphic Design

Photography • Video Editing

Creative Direction • Advertising

Visual Storytelling • Empathy

Organization • Problem Solving

Collaboration • Leadership

Project & Media Management

Verbal & Written Communication