

# Chelsea Rugg

New York, NY | [chelsea.k.rugg@gmail.com](mailto:chelsea.k.rugg@gmail.com) | [Portfolio](#)

## Career Summary

**Creative Video Producer, Editor and Animator** with over 10 years of experience creating award-winning content across diverse platforms. Known for combining storytelling and technical expertise to produce engaging documentaries, explainers, social videos, and animated projects. Skilled at managing multiple projects, collaborating across teams, and aligning creative strategies with organizational goals. Passionate about using video to both inspire and inform, and seeking opportunities to bring this dedication to mission-driven initiatives.

## Key Skills & Expertise

- Video Production & Editing
- Animation & Motion Graphics
- Social Video Content Production
- Creative Project Management
- Data-Driven Content Strategy
- Education, Mentorship & Training
- Production Workflow Optimization
- Cross-departmental Collaboration
- Visual Storytelling & Accessibility
- Brand Identity & Creative Alignment

## Work Experience

THE WNET GROUP | THIRTEEN PBS

New York, NY, September 2017 – November 2024

### Digital Video Producer & Editor

Promoted from previous roles: Digital Video Specialist, Associate Social Video Producer

- **Produced original and promotional digital content** for national PBS brands, including *Nature*, *American Masters*, *Secrets of the Dead*, and *Great Performances* under tight deadlines
- **Pitched, researched, wrote, produced, and animated** original digital series, documentaries, explainers, short-form social videos, and promotional trailers
- **Piloted vertical video initiatives** for Instagram, TikTok and YouTube for public media brands & projects
- **Trained producers across the PBS system** on social video best practices, production management, digital video accessibility, brand styles, and platform-specific guidelines
- **Served as primary point of contact** between creatives and stakeholders, ensuring clear communication of vision, goals, and feedback
- **Collaborated with internal designers** to develop brand identities, style guides, motion graphics, and templates for new video series and social video styles
- **Supervised post-production workflows**, managing freelancers, and creating timelines, workflows, and deliverables to meet deadlines
- **Developed social engagement plans** for original digital series, overseeing copywriting, graphics, and video production to ensure timely delivery and maximize engagement and visibility

### Key Achievements

- **Served as the first social video hire** at the station, establishing foundational best practices and innovative social video formats that continue to shape the organization's content strategies
- **Piloted the vertical video series *Jobs Explained***, training producers from 10 PBS stations on TikTok and Instagram content creation, achieving 6.4M views and 14K followers
- **Produced and edited *Climate Artists Season 2***, highlighting artists addressing climate change, with the episode on visual artist sTo Len winning the Jury Prize for Best Episodic at the Climate Film Festival
- **Series Producer, Editor and Animator** for the first two seasons of the Webby-winning explainer series, *Take on Fake*, which highlights journalists' efforts to combat digital mis- and disinformation

- **Developed, produced, and edited community-driven content** for the NY Emmy-nominated *¡Hay Dinero!*, a financial literacy series for Latinas and children of immigrants, and the GLAAD-nominated *Caretakers*, a documentary series on care workers during the COVID-19 pandemic
- **Adapted the feature-length documentary** *The Ants and the Grasshopper* into an Anthem Award-winning digital series, restructuring the narrative thematically and episodically, creating new scenes from raw footage

## PENGUIN RANDOM HOUSE

New York, NY, July 2014 – September 2017

### **Associate Video Producer**

Promoted from previous roles: Video Production Coordinator, Digital Publishing Assistant

- **Managed in-studio and on-location shoots** and maintained the department's production calendar
- **Coordinated with marketing teams** to create video content for upcoming book releases
- **Filmed panels and created content** with high-profile authors at large-scale industry events, including book launches, San Diego Comic-Con, New York Comic Con, and Book Con
- **Produced evergreen videos and digital series** for company social channels and YouTube

### *Key Achievements*

- **Created the literary stop motion series**, Kick-A\*\* Characters, which garnered 500k+ views across platforms
- **Played a key role in establishing** workflows, services, and reputation for the new department, driving organizational efficiency and building strong internal relationships across the company

## GEORGE MASON UNIVERSITY

Fairfax, VA, July 2013 – July 2014

### **Program Coordinator, Film & Media Studies**

- **Increased awareness and enrollment** in the Film & Media Studies minor through classroom presentations, student engagement, and targeted marketing outreach.
- **Organized and promoted a monthly film screening series**, managing logistics, marketing, and partnerships with student organizations.
- **Managed department social media accounts**, drafted monthly newsletters, and coordinated outreach efforts with campus groups and local organizations.

## SUNDANCE FILM FESTIVAL

Park City, UT, Seasonal Staff for 2013 & 2014 Festivals

### **Assistant, Student & Community Programs**

- **Assisted with festival programs and passes** for middle and high schoolers and college students
- **Connected local community organizations and nonprofits** with relevant films to their missions
- **Managed the Filmmakers in the Classroom program**, creating discussion questions and moderating Q&As with film directors and local students throughout the Festival

## **Education**

### VIRGINIA TECH, Blacksburg, VA; 2012

Bachelor of Arts (B.A.), **Theatre & Cinema**, Concentration: Cinema

Bachelor of Arts (B.A.), **International Studies**, Concentration: World Politics & Policy

## **Technical Skills**

- **Content Creation Tools:** Adobe Creative Suite (Pr, Ae, Ps, Ai); Final Cut Pro X, Dragonframe, Reaper, Audacity, In-app editing tools for Instagram and TikTok, CapCut
- **Video Production:** Camera (Canon, Sony), Lighting and Audio Equipment, Studio and Location Shoots, Remote Production (Riverside, Zoom), Live Editing, Motion Graphics, Stop Motion Animation
- **Project Management:** Production Budgets & Schedules, Basecamp, Airtable, Frame.io, Microsoft Office, Google Docs, Mac & PC
- **Social Media Content Production & Strategy:** YouTube, Instagram, TikTok, Facebook, LinkedIn, X, Sprout Social, Sprinklr, Hootsuite, YouTube Analytics, Meta Insights