

# BETSY PFEIFFER

[betsy.pfeiffer@gmail.com](mailto:betsy.pfeiffer@gmail.com) • 858.204.7981 • [linkedin.com/in/betsypfeiffer](https://www.linkedin.com/in/betsypfeiffer) • [www.betsypfeiffer.com](http://www.betsypfeiffer.com)

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## EXPERIENCE

### **Video Production and Technical Documentation Contractor / Makani Technologies, LLC**

February 2019 - September 2020, Alameda, CA

- Collaborated with leadership and EHS Manager on two-month project to create communication plan for company-wide safety culture change: designed graphics, shaped messaging, interpreted industry data.
- Edited, copyedited, and laid out print publications, including press releases, 1-pagers, and multi-part PDF of engineering papers and technical artifacts. Curated video assets to illustrate engineering reports.
- Documented research and development of novel wind turbine technology. Traveled to remote sites to film and photograph field testing of flying prototypes. Processed footage and photos used for engaging investors, for internal technical review, and for press release.

### **Project Manager & Communications Lead / Kai Concepts, LLC**

August 2015 - July 2018, Alameda, CA

- Responsible for digital communication, including writing, designing, and supervising content for websites, social channels, press, product release, and newsletters, at water sports design lab. Photographed prototype use and development, processed photos and edited videos for press, Web, and social channels.
- Oversaw day-to-day business operations of 20-person company. Responsible for drafting funding proposals, identifying milestones, overseeing hiring and HR, filing patent applications, and managing multinational group of engineering contractors, facility contractors, and operational staff.

### **Multimedia Lead & Operations Manager / Kai Concepts, LLC**

January 2014 - July 2015, Alameda, CA

- Documented hydrofoil prototype evolution. Independently wrote and designed ten-page monthly magazine-style report detailing technical progress. Filmed and edited videos for external release.
- Responsible for safety and compliance. Co-wrote Injury and Illness Prevention Program, codes of safe practices, and emergency action plan.

### **Multimedia Specialist & Operations Coordinator / Kai Concepts, LLC**

April 2012 - January 2014, Alameda, CA

- Photographed and filmed build and testing of experimental watercraft. Curated and grew multi-year multimedia content library, including establishing file hierarchies, logging video, and embedding metadata.

### **Multimedia Archivist / KAI Institute**

May 2010 - March 2012, Alameda, CA

- Documented development of innovative boat and kite technology. Maintained record of each engineering test, inputting data, writing test summary, and posting regular updates to company blog.

### **Multimedia Assistant / Makani Power**

June 2008 - January 2009, Alameda, CA

- Visually chronicled wind power prototype development. Researched and wrote documentary film script.

## SKILLS & CERTIFICATIONS

- **FAA remote pilot certificate** for commercial drone use.
  - **Multimedia and Web Software:** Adobe Lightroom, Premiere, InDesign, Photoshop, Illustrator; Apple Final Cut Pro; Wordpress.
  - **Continuing education classes:** project management at UC Berkeley Extension, social media marketing, graphic design for print and web, digital cinematography and photography, post-production in sound and color at Bay Area Video Coalition, Rayko Photo Center, and UCSD Extension.
  - **Safety certifications:** Wilderness First Responder, Adult/Child CPR and AED.
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## EDUCATION

**Bachelor of Arts**, Carleton College, Northfield, MN

Major: English, minor equivalent: philosophy, *cum laude*, National Merit Scholar.