

# TRESLA FRIEDRICK

## WORK HISTORY

### HeartArt Production & Design, 2010-present Producer, Editor, Content Creator

I aid clients with business strategy, project management, content creation, film production, marketing, graphic design, and in house B2B, B2C vendor relationships. Using strategy and experience, over the last ten years I have helped my clients make over \$5 million dollars in revenue, helped over 1200 families keep their homes, worked with completing construction for low income housing, and helped create a non profit "edutainment" literacy program for use in public education.

### S.O. Chamber of Commerce 2018-2019 Senior Project Manager

Created large scale B2B networking events for businesses in Los Angeles, planning one of the largest events in the valley with over 100,000 in attendance. I produced over 21 successful networking events including business affairs. I worked with businesses who wanted to support their local community by giving schools a platform to state their needs to potential contributors.

### City of San Gabriel 2013-2014 Associate Producer

Aided in the centennial celebration for the City of San Gabriel. I managed and budgeted a cast/crew/and production of over 400 people. I wrote contracts, managed scheduling, worked with media outlets for 3 languages. I worked side by side with the director, marketing team, International Flamenco Dancers, International Chinese Dancers, and the Native Gabrielino Tongva Nation Tribe to aid in easing the celebration of the culture of San Gabriel Valley.

### Serendipity Trading Company 2003-2009 Marketing & Advertising

Aided in creating this retail business from conception. Worked with establishing retail business procedures. Created floorplan design, along with POS system and vendor handling for wholesale clients. Created commercials and worked closely with media outlets. Represented the business through tv and radio appearances.

## SKILLS/EXPERIENCE

### Production

Photography, Videography, Adobe Premier Pro, After Effects

### Project Management

Monday.com, SmartSheet, Clickup

### Marketing

Creative Direction, E-commerce, Branding, Content Creation, Website Creation, Copywriting, Blogging, Podcast

### Customer & Vendor Management

Award winning Customer Service, Vendor Management, Organization, B2B Project Management

### Graphic Design

Adobe Photoshop, Lightroom, Illustrator\*, InDesign\*

### Social Media

YouTube, Snapchat, Instagram, Twitter, Facebook, Pinterest, TikTok, Tumblr

### Microsoft

Word, Excel, Powerpoint

### Cloud

Google Drive, Dropbox, icloud, One Drive

## EXPERTISE

Production	Video  Photo   Editing
Organization	Creative Direction
Project Management	Negotiation/Strategizing
Social Media	Content Producer

## CLIENTS OF HEART ART DESIGN

### UCLA, CAPS, Concern Trolling Video

Producer, Director Editor

### Vaney Poyey Photography

Video Editor, Animation

### Lasso Literacy

Business Development, 501c3 Senior Project Manager

### Weissman Construction Services

Operations Manager, Graphic Design

### W.O.R.K.S.

Operations Administration, Homeless Housing Initiative

### Content Creator, Producer, Design

Chamber of Commerce, Alexa Phelece, Dean Schofield, Yes& Body Politics, Belcho, Yoga Blend, Big Grandmas Kitchen, Nichole Ray

### Bill Scott

Producer, Music Video

### Sherman Oaks Street Fair

Website Creator

### Westfield Fashion Square Wellness Expo

Event Producer

### ArchAngel Film Festival

Senior Event Producer

### Dragonfly Productions

Line Producer, Project Manager, Production Coordinator

### Shake it Up Disney, Shake It Up Dance Class

Project Manager

### Jillian Michaels

Extreme Shed & Shred, Killer Buns & Thighs, Line Producer

### Gaia, The Firm

Production Coordinator

### Pussycat Dolls, Fitness Video

Production Project Manager

### Dance off the Inches

Production Project Manager

### Body by Jake, The Solution

Production Coordinator

### A Motion Media Expo

Event Producer

## EDUCATION

BA Mass Media & Business

AAS Business & Marketing

[www.heartart.rocks](http://www.heartart.rocks)

# SIX THINGS PEOPLE ARE SAYING ABOUT YOUR FUTURE EMPLOYEE

## ➔ Kenzie Alexander, CMO



When met with different ideas Tesla is rare to turn them away, but adapts and listens carefully as she begins to formulate a decisive plan of action. She has a special ability of knowing which part of the team would be happiest in critical roles and this contributes to creating a fun and accomplished office culture. She is creative, resourceful, and extremely organized. She understands what it takes to drive business forward and knows how to follow through until the end of project. Tesla is always learning, researching, and adding knowledge to her current skillset, her mission driven style combined with her tact and diplomacy clearly shows she is an enthusiastic experienced leader with a can do attitude who is able to communicate at any level of a business. (CEO or Director) She is strategic in anticipating problems before they cause delays all while making it look effortless.



## ➔ Andrew Weissman, CEO



I am delighted to write this letter of recommendation for Tesla Friedrich. It is hard to believe I have known Tesla for five years and worked with her professionally for three. From the onset, she has been a great asset to my company. She is a quick learner, creative, and has the ability to take on any challenge thrown her way. Her ability to stay organized – and help organize me – has been a tremendous asset to my business. Tesla used her creativity and resourcefulness to improve our branding, marketing, billing and management. She quickly and efficiently developed and streamlined processes that made me more productive and my business more profitable. She is also a great listener, communicator and is the “go-to” person when I needed to solve a problem or develop a strategy. Time is money and Tesla is efficient. And she negotiates on my company’s behalf as if it were her own. Simply put, I trust her judgement, abilities, and I would enthusiastically recommend Tesla to any business looking for strong leadership.

## ➔ Jacquie Yount



Tresla Friedrich worked with us on a short term project for WORKS where I am the Director of Asset Management. During her time with us, she was dependable, learned quickly, and was mission driven. Tesla’s organization, focus, and communication abilities were an asset to completing the project on time. She was always willing to take action, adapt, and took the time to fully understand the task and asked questions along the way. Her desire to understand the big picture while completing the task exceeded expectations and speaks to her professionalism and understanding business operations. I highly recommend working with Tesla on any project that needs both foresight, action, and organization.

# PEOPLE ARE TALKING

If you need a proven professional with an organized focused work ethic, Tesla is a creative and intuitive leader. She anticipates a need or the desired result before many know what is going on. She is great listener and fast learner who understands the vision behind the project and drives the mission forward adapting to changes as they arise.

Tresla is a people person and is especially skilled at dealing with difficult clients often building a great team. She openly contributes ideas and she is a fireball of energy. She also values the input of others and channels those forces toward a common goal. She is a self-motivated go-getter, who is tenacious and tech savvy. Her comprehension of facts, figures, and budgets allow her to get the job done on time and budget. She provides good judgment, direction, and council. Her writing, organization, and creative skills are impressive, and she can write a detailed breakdown of an organization worthy of ISO9001.

I can professionally testify that all have benefited from Tesla’s focus, organization, efficiency, contribution, attention to detail, and personal drive as well as her good-natured personality. She sets high standards for herself without imposing undue pressure on those around her. That said, she will motivate those around her to do more as she makes her strong work ethic seem fun and she is just a pleasure to be around. - **Myron Chandler, CEO**

Within days of her joining the team the pieces fell together where they needed to and production started off without a hitch. In my years of knowing her I have seen several situations like this. Tesla wields the organizational skills to bring success to any situation she is involved in and the interpersonal communication skills to motivate those around her. Rarely have I ever met someone with a skill set that is completely professional and is dynamic enough to inspire success to those around her. - **Neal Leffler, NYFA**

Tresla is down to earth, hard working individual who will stop at nothing to accomplish any tasks..no mountain is too small for her..she can pay attention to the minutest of details and yet can be the CEO of a major corporation. - **Patrick Ortiz, Senior Vice President, NAI Capital**