



My Unbridled Media Internship Experience



UNBRIDLED
MEDIA

Introduction

Hi everyone! My name is Alyssa Fox and I am a Senior graduating this upcoming December with a Bachelor of Arts in Film, Television and Video Production and a minor in Advertising and Marketing Communications. This summer, I have been interning at Unbridled Media as a Video Production Intern. Unbridled Media is a Video Production company located in Kirkwood, Missouri (my hometown)! I was fortunate enough to have been able to do this internship in-person, at the office this summer. My first day at this position was May 19th, 2021 and my last day at this position was July 21st, 2021.



Internship Site Description

Unbridled Media was founded in August 2015. It stemmed off of Unbridled Solutions, an event management company located in Devner, Colorado. Besides Denver and St. Louis, there are 3 other Unbridled partner companies located in Boston, San Diego and Grand Rapids. Unbridled Media's mission is to "...deliver content that makes audiences feel, think and change" (unbridledmedia.com). The culture of Unbridled Media is overwhelmingly positive. Everyone who works here and who we work with communicates well and has fun; making for client satisfaction and fun/easy work days. Unbridled Media serves the community by offering a scholarship for female and minority filmmaking students at Mizzou and Webster University. They also "...annually give to the Camping and Education Foundation" (unbridledmedia.com).

Internship Supervisor Description

My internship supervisor was Kelly Hueseman, Account Manager at Unbridled Media. Kelly was the best boss you could ask for! I was so excited to have a female supervisor considering video production is such a male-led industry and she was the strongest, best example of a female role-model. Kelly got her degree from the Mizzou Journalism school then gained some advertising experience working at Moosylvania and Anheiser Busch. She then spent some time in Denver starting her personal photography business. Once she returned to St. Louis, she joined the Unbridled team. Kelly has been working in communications for 15 years and in the photo/video industry for 9 years. What I like the most about Kelly is how wonderful of a communicator she is. I never feel anxious to ask questions or collaborate and my job is always clearly explained to me.



Behind the scenes of a video for an Unbridled Friday Forum with Executive Producers Ben Lamb and Mike Walsh and Executive Creative Director Nate Woodard



My supervisor, Kelly Hueseman

My Internship Experience

I performed several different tasks as an intern at Unbridled Media but most of them were account management responsibilities. Some of my responsibilities included:

- Assisting with preparation for different video shoots.
- Utilizing Streamlink for remote production.
- Providing original ideas pertaining to social media content.
- Creating a client follow-up email and survey template as well as a monthly email marketing newsletter template.

What I Learned

Through this internship, I learned about several different services such as Vimeo, Streamlink, Hightail, Sendinblue, Paperform and more. I also learned more about communicating with a team and clients in a manner to produce success. Some experiences that I particularly enjoyed were playing the role of a production assistant on a video shoot for the American Cancer Society and collaborating with my supervisor and different co-workers on merchandise ideas and various marketing projects. I would say the only challenge during my internship was that it was hard getting to know some of my co-workers due to people consistently being out of town for different shoots. But even when people weren't in the office, they were always easy to reach through Teams! I would describe the highlight of this whole experience being working with such wonderful people and gaining so many new skills by working at an internship specifically in my desired career field.

Professional Benefits and Acknowledgements

I believe that I definitely met my learning objectives of improving my technical skills, improving my industry networking and communication skills and improving my production management and pre-production skills. By achieving these goals, I improved the following NACE career competencies:

- Professionalism/Work Ethic
- Oral/Written Communication
- Career Management
- Teamwork/Collaboration
- Digital Technology/Literacy

I would like to thank my supervisor Kelly Hueseman, Executive Producers Ben Lamb and Mike Walsh and the rest of the Unbridled crew for being so welcoming and teaching me so much in the last two months!