



## **About LiveTrends:**

LiveTrends designs and produces living home decor that delivers Joy to millions of people in North America.

Even though we are only seven years old, LiveTrends functions like a fun startup...with the creative and operational maturity of much larger company. LiveTrends has had the incredible organic growth: from 3 to 300 employees in just seven years. Ranked by Inc. Magazine as one of America's fastest-growing companies (#256 on Inc. 500 list), LiveTrends is currently available at over 16,000 stores in the US and Canada, including retailers such as Lowe's, Target, Costco, Kroger, Safeway and Publix.

The LiveTrends Brand's mission is to deliver Joy to people's spaces by fusing Nature and Design into trend-forward, handcrafted living art. All LiveTrends products feature living plants – fashioned into trend-inspired art pieces that uplift and inspire any home or office interior.

LiveTrends operates like a fashion brand, with full-time designers conducting trend forecasting, product development, and consumer testing on an 18-month product design cycle. In addition to its headquarters in Florida, LiveTrends has design and research partner offices in Europe and Asia. This enables LiveTrends to design over 400 unique product collections each year.

LiveTrends feels humble, just like a local brand, but it carries a wide international footprint. And while all of us at LiveTrends take our work seriously, we never forget to have fun doing it. LiveTrends was built on five specific Core Values: Creativity in Everything, Achieve the Impossible, Craving for Excellence, Passion for Life, and Team as Family. All of us at LiveTrends genuinely associate with and live these values.

## **LiveTrends Creative Ambience:**

Our culture is based on collaboration, accountability, empowerment and continuous learning. If you step into LiveTrends office, you will immediately feel it: you are welcomed by the pleasant smell of natural wood (we are in a refurbished old building that is covered with natural cedar), open collaborative spaces, 3D printers, good music, jungles of live plants, exciting projects in incubation, creative people...and of course, our own office dog named Ralph. The huge, open plan studios invite collaborative creative work, and you'll hear accents from all corners of the globe – diversity is big for us and we love it here that way.

Our office is just a few steps away from our assembly center. You can take a short walk and see how hundreds of design ideas, which were initiated many months before, are finally taking life in the hands of 120 assembly artisans.

It is also very rewarding to take a walk to the nearest Target, Publix or Lowe's and see how thousands of people interact and enjoy the LiveTrends products. Currently, we reach the homes of 200,000 people each week and we have plans to reach a lot more in the next few years.

## Freelance Videographer Job Description

We are looking for an experienced, bright videographer to join the team part time (est. 20 hours a week, to be determined on project basis). Our marketing team works closely with the other departments and we view each other as close friends and family; collaboration and communication for us are key. Do you love being surrounded by creative minds that fosters a learning environment? Do you enjoy fast-paced, diverse projects that allow you to flex your creative muscles and think outside the box? Do you enjoy nature, plants, and the occasional office pet?

Then you would love to be part of the LiveTrends family. We work on achieving the impossible every day by pushing ourselves to be the best we can be. This means fun experimentation, trend research, collaborating with our different teammates, learning new technologies, and finding ways to continually innovate ourselves and our products.

The videographer will work alongside our talented marketing team to produce fun, creative video content that shows off our unique brands and products. Video topics include:

- Trend Forecasting
- Product Marketing B2B videos
- B2C videos ranging from 15 second ads to several minute clips
- Company videos, product and collection launches, documentary style content on our brand, and creative, experimental work for social media.

### The ideal candidate is someone who is:

- Collaborative: Our success as a team comes from our ability to work as a team. We play to each other's strengths and wear different hats to get various projects done quickly and efficiently. The ideal candidate will work well with the sales team, our writers, and designers to develop quick to market, compelling videos
- A Storyteller: You understand story arcs, emotion, and what it takes to convince the viewer to respond to the CTA.
- Self-Starting: We want you to be ambitious, energetic, and excited to create magic. When handed a project brief, we expect you to run with it and use your experience and intuition to craft something beautiful and on brand. We all have individual as well as team projects, so time-management and being able to juggle multiple projects at once is necessary to stay on pace with the team.
- Hands-On: Hands-on experience in all aspects of digital media production is a must, which means you can concept, pitch, shoot, produce, edit and put the finishing touches on any story, be it through videography or photography.

### Qualifications:

- Local, willing to come into our office to film and edit as needed.
- At least 5-6 years of prior post-production experience
- Owns own equipment and computer for editing
- Specialist in Adobe Premiere. Proven knowledge of After Effects, and Photoshop. Proficient in DSLR/ Mirrorless shooting
- Ample post-production knowledge including motion graphics, sound mixing, keying and color correction
- Candidate should be proficient at story boarding for planning art direction and narrative.

- Ability to follow art direction as well as set art direction
- A consistent record of thinking strategically, analyzing critically, and translating ideas and insights into action through coherent and viable communications
- Ability to run multiple projects and remain calm and professional in a high-paced environment and deliver on time
- Experience in growing engagement, product usage and brand advocacy on social media through video storytelling
- A strong bias towards action—you like to get things done.
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Please attach a resume, Website and/or portfolio link. Portfolios should explicitly state what work was done by the videographer by project. Postproduction/ editing examples required.

**View us at:**

[www.livetrendsdesign.com](http://www.livetrendsdesign.com)

<https://www.facebook.com/livetrends/>

<https://vimeo.com/202395651>

<https://vimeo.com/156534745>

<https://vimeo.com/202393422>

LiveTrends is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors, or any other protected categories protected by federal, state, or local laws.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.

LiveTrends does not accept unsolicited resumes from search firms or any other vendor services. Any unsolicited resumes will be considered property of LiveTrends and no fee will be paid in the event of a hire.