
PROFESSIONAL PROFILE

Creative and detail-oriented media consultant and producer with demonstrated expertise in leading projects, producing impactful videos, and crafting content that captivates, educates, and endures - strategically designed to resonate with diverse audiences.

AREAS OF EXPERTISE

- Instructional Content & Multimedia Campaigns
- Concept Development & Content Strategy
- Creative Consultation (Pre- to Post-Production)
- Client & Team Coaching

VIDEO PRODUCTION EXPERIENCE

ALZHEIMER'S ASSOCIATION, ROCHESTER, NY

Oct. 2024-May 2025

Freelance Technical Director

Served as a freelance production contributor on educational video content for Alzheimer's awareness; managed studio setup, lighting, and equipment operation, implemented workflow improvements, and was reengaged by the client for subsequent sessions based on performance and expertise.

ASSOCIATION OF LATE DEAFENED ADULTS CONFERENCE, AUSTIN, TX

Oct. 2023-Nov 2023

Freelance Audiovisual Engineer

Set up, operated, and troubleshoot audiovisual equipment for presentations and events, ensuring exceptional quality and seamless execution; consistently reengaged by clients for future sessions due to technical expertise, attention to detail, and high-performance delivery.

TELECOMMUNICATIONS FOR THE DEAF CONFERENCE, BALTIMORE, MD

July 2023-July 2023

Freelance Audiovisual Engineer

Served as an audiovisual technician for a nationwide conference, delivering high-quality technical support; handled equipment setup, operation, and troubleshooting for presentations and events, and was reengaged for future sessions based on performance and client satisfaction.

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY

June 2018-Aug. 2018

Media Producer | Research Center

Led the consultation, production, direction, capture, and editing of 453 educational video clips, ensuring alignment with quality standards and project specifications. Maintained detailed documentation of studio setups, equipment configurations, work hours, and communications to support project continuity. Successfully delivered all milestones on schedule, earning an invitation to contribute to future initiatives based on consistent results and reliability.

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY

Jan. 2002-July 2015

Producer/Director | Communications, Marketing and Multimedia Services

(formerly known as Educational Design Resources, and Instructional Television)

Directed and managed multimedia production projects from concept through completion, ensuring alignment with goals, timelines, and quality standards. Oversaw promotional, informational, and live content creation by coordinating crew, resources, and schedules; led hiring, training, and supervision initiatives to enhance team structure and efficiency. Maintained strong cross-functional communication with clients, video engineers, and web developers to support seamless project delivery. Recognized with a PRISM Award for Best Public Service Announcement in New York State. Proficient in Adobe Creative Cloud (After Effects, Illustrator, Photoshop, Premiere Pro CC), Apple Final Cut Pro HD, and Avid.

SINCLAIR WUHF-TV FOX ROCHESTER TELEVISION, ROCHESTER, NY**Sept. 2000-Jan. 2002****Production Director | TV Commercials**

Produced, edited, and dubbed over 300 televised commercials while managing all production logistics to meet strict deadlines and budgets. Operated cameras, lighting, and audio equipment across various environments. Maintained strong communication with clients and stakeholders to ensure smooth project execution. Independently oversaw all phases of production - from pre-production through final delivery-consistently delivering high-quality broadcasts that exceeded client expectations.

CABLE 22 ROGERS TV, OTTAWA, ONT**Sept. 1993-Aug. 1996****Production Assistant**

Managed studio, control room, and mobile truck operations to ensure precise timekeeping, technical setup, and flawless live production across news, sports, and entertainment content. Performed diverse production roles - including assistant director, floor director, camera operator, audio technician, gaffer, grip, and captionist - demonstrating adaptability and technical range. Maintained momentum during high-pressure broadcasts by seamlessly transitioning between key responsibilities and ensuring consistent production quality.

FACULTY ROLE: INDUSTRY-FOCUSED CURRICULUM

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY**Aug. 2015–Present****Senior Lecturer | Visual Communications Studies****Lecturer | Visual Communications Studies**

Consulted, developed, and delivered specialized courses and workshops -in both classroom and online formats - covering videography, graphic design, and web design. Managed team recruitment, training, and performance optimization while overseeing studio construction planning, vendor negotiations, and asset management system implementation. Contributed to cross-functional teams through consultation, beta testing, and workshops. Honored with membership in NTID's Delta Xi Chapter of Epsilon Pi Tau Honor Society for academic and technological leadership and served as a panelist and moderator at the National Association for Broadcasters Conference.

Journals:

- Butler, Janine, and Stacy Bick. "Audience Awareness and Access: The Design of Sound and Captions as Valuable Composition Practices," Feb. 2023 Journal of the Conference on College Composition and Communication, Vol.74, Issue 3, p 416-445. 30p. Print.
DOI: <https://doi.org/10.58680/ccc202332362>
- Butler, Janine, and Stacy Bick. "Sound, Captions, Action: Voices in Video Composition Projects." Computers and Composition 62. (2021): 1-15. Print.
DOI: <https://doi.org/10.1016/j.compcom.2021.102673>

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY**Master of Science in Cross-Disciplinary Professional Studies**

(Concentration Tracks: Human Resource, Multimedia, Secondary Education for the Deaf)

Bachelor of Fine Arts in Film/Video/Animation**Certification in Management Process I, II, III**

PORTFOLIO

<https://sbbedr.wixsite.com/stacybick>