

MARKETING & COMMUNICATIONS OPEN HOUSE

VIDEOGRAPHY & PHOTOGRAPHY

GET TO
KNOW



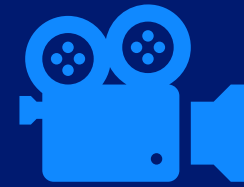
HILDE BAUMANN
Creative Projects Manager

W E L C O M E !

CREATIVE PRODUCTION

Provide creative direction on video projects and photography from concept to completion while ensuring the company's visual communication and brand standards are executed. Leads an external team of videographers, photographers, and other artists throughout the entire creative production.

Creating graphic design layouts to communicate ideas, inspire and inform.



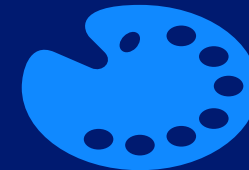
Video

- Project Sites
- Landowner Testimonials
- Internal Engagement
- Informational



Photography

- Project Sites
- Headshots
- Events



Graphic Design

- Social Media Graphics
- Posters
- WIRE Graphics
- Events Invitation

VIDEOGRAPHY

- Creative direction developing and executing video concepts that align with various company messages
- Creating scope and writing scripts together with storyboards
- Sourcing, hiring, and managing media production team and talents
- Producing project specific shot lists and directing scenes on-set
- Managing timelines and deliverables throughout the various phases of video production



Ridge View Solar Landowner Stories



Milligan Wind Project



Maverick Solar Project



Coyote Wind Project

PHOTOGRAPHY

- Sourcing and hiring of photographers based on specialty and location
- Creating shot lists, directing, providing overall tone and setting conceptualization
- Editing for image optimization
- Providing images for editorial and marketing purpose
- Managing digital images (project sites, stock, headshots) and graphics in Brandfolder



GRAPHIC DESIGN

Posters

LAYOUT

Social Media

- Creating visual concepts to communicate ideas, information, inspiration, and generate engagement
- Transforming data into visual graphics and diagrams to make complex ideas more accessible
- Design layouts, including digital images, graphics, branded colors, and tone
- Collaborate with internal clients to determine scope, concept, and delivery
- Composing taglines/slogans/messaging for brand messaging

NORTH AMERICA SMART ENERGY WEEK

Upcoming Webinar
THU MAY 27

What is Asset Optimization?

2:00 pm - 3:00 pm ET
Registration is Free

The webinar examines the evolution of asset management and O&M practices and the blurring of the traditional roles with an eye towards a unified asset optimization approach.

Alexander Boyatt
Senior Director of Business Development, EDF Renewables

Lee Connor
Associate Director of Grid Edge Asset Optimization, PowerFlex

Logos: SOLAR POWER INTERNATIONAL, edf renewables, powerflex

Hitachi ABB
How the future grid can support the surge of renewables

THU JUL 1
Capitalize on Changes to the US Energy Market

July 1, 2021
2:00pm - 3:00pm EDT

Renewable generation capacity expects record growth with continued corporate support and new policies aiming to expedite carbon emission reductions. Markets and grid operators are continuing to evolve to accommodate this rapid surge, which creates huge opportunity for new investments.

Rodica Donaldson
Senior Director, Transmission Strategy, EDF Renewables North America

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NEW VIDEO MAVERICK SOLAR

“We are blessed with an abundance of natural resources with solar capacity and a community that understands our competitive advantage.”

GABE GUZ, CONGRESSMAN, CALIFORNIA STATE REPRESENTATIVE

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HAPPY HOLIDAYS

May the season bring renewed JOY, LIGHT and LAUGHTER to your family from ours.

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edf renewables
CREATING A CLEANER AND GREENER WORLD DEPENDS ON US. FOR THEM.

WIFI CONNECTION

EDFR-ISSUED & AUTHORIZED DEVICES
PLUG INTO THE CORPORATE WIRED NETWORK VIA A NETWORK PORT OR A DOCKING STATION WITH ETHERNET CABLE CONNECTED TO A NETWORK PORT, OR ACCESS THE MAIN EMPLOYEE WIRELESS NETWORK, EDFR-CORP.

EMPLOYEE PERSONAL DEVICES
USE THE EMPLOYEE WIRELESS NETWORK, EDFR-EMPLOYEE.

VISITORS
PLEASE CONTACT YOUR SPONSORING EDFR EMPLOYEE FOR ACCESS TO THE GUEST WIRELESS NETWORK.

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WE ARE DREAMERS. INNOVATORS. DOERS.

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Be a part of a passionate team at EDF Renewables and choose to make a difference in our world.
#ENERGIZEYOURCAREER

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TAKE THE NEXT STEP

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