

# Lucy F. Mueller

WRITER, EDITOR,  
VIDEO PRODUCER

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## EXPERIENCE

### Intuit QuickBooks

Video Producer and Production  
Manager

June 2015 - Present

Drive end-to-end production on a wide range of live-action and animated videos for QuickBooks' web properties, social media and live events, reaching millions of viewers. Produce upper- and lower-funnel content from start to finish, including digital ads, small business profiles, animated explainers and mini-documentaries.

Script videos; hire and manage production crew and animators; line produce and manage budgets; coordinate and supervise shoots, acting as either a director or a producer on set; edit on Premiere or direct contract editors; manage communications with strategic partners and deploy.

### Forbes

Contributor

March 2015 - Present

Regular contributor to Forbes' Investing section, writing and reporting articles about the intersection of personal finance and financial policy. August 2017 article was chosen as an "Editor's Pick."

### GOBankingRates

Senior Editor and Video Producer

July 2013 - June 2015

Edited up to 50 articles a week for GOBankingRates, a financial news and features website, and external partners, including Business Insider, Huffington Post and US News. Guided a staff of 15+ freelance writers, working with them to improve writing/reporting and training them on structure, AP Style and SEO best practices.

Headed all video content for the site, producing 4-8 videos a month from script to picture lock. Developed and executed on audience development strategies that grew average YouTube viewership per video 10X.

### Inside Studios

Writing Team Director, Video  
Producer

March 2012 - April 2013

Managed a team of 7 writers to develop and produce 9 web shows for YouTube's burgeoning premium content initiative.

Hired/trained/managed new writers, edited scripts, directed development and iteration of all shows, which gained 4.8 million subscribers across 9 channels in less than a year.

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## EDUCATION

### University of Southern California: School of Cinematic Arts

BA: Cinema-Television Production  
Class of 2011

Presidential Scholarship (full ride),  
Managing Editor of the Daily Trojan

## SKILLS

**Video and audio editing**  
(Premiere, Final Cut Pro,  
AVID, ProTools, Audition)

**Writing, editing, reporting**  
(fluent in AP Style and SEO  
best practices; deep  
experience reporting in the  
personal finance, banking and  
small business verticals)

**Web publishing and  
multimedia production**  
(fluent in Adobe Creative  
Suites, Wordpress and  
custom CMS)

**Spanish** (professional working  
proficiency; translation  
experience in Cuba and the  
Dominican Republic)