

# CAPABILITY STATEMENT



Wind-up Pictures  
Media Production

## About Us

Wind-up Pictures is a video production company specializing in creating exceptional video content for a variety of clients, including government agencies, educational institutions, and businesses. We're a team of creative storytellers who love collaborating with our clients to produce compelling video content that meets their unique goals, deadlines, and budgets. Our areas of expertise include:

- Videography/Cinematography
- Producing/Directing
- Video Editing
- Documentary
- Educational Media
- Live-streaming
- Promotional Media
- Social media content creation

## Clients



## Company Info

UEI #  
TTXVJBJHVED9

CAGE Code  
9DRM7

Woman Owned  
Business

## Acquisition Options

Small Business  
Set Aside

Micro-Purchase

## NAICS Codes

512110

512199

711510

512191

## PSCs

U099

T015

T006

T016

## Contact Us:

**Karen Rodriguez**  
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Videographer

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## Differentiators

As a woman-owned business with over 25 years of experience in the industry, we are an agile company comfortable navigating sensitive topics and creating a calm and supportive environment for those on set and in front of the camera. We are committed to providing exceptional service and creating videos that are both visually stunning and emotionally engaging.

## Past Performance

Wind-up Pictures is committed to providing exceptional service and delivering on-time, on-budget projects that meet and exceed our client's expectations. Our team of skilled professionals has a proven track record of success, as demonstrated by our past performance for:



### Cornell Lab of Ornithology Bird Academy

50 +

Videos for 6  
online courses

\$4  
Million

Lifetime revenue

50,000  
+

Enrollments



### The U.S. Fish and Wildlife Service

- Created a compelling **14-minute video** to promote a **U.S. Fish and Wildlife Service** program supporting international students learning the technical application of the , Convention on International Trade in Endangered Species of Wild Fauna and Flora (**CITES**).
- Traveled internationally for a week to capture the essence of the project, conducting **24 interviews** to ensure a nuanced and diverse perspective.
- Delivered a **multilingual** final product that reaches a wider audience, producing three versions of the video captioned in **English, French, and Spanish**.



### Cornell University Undergraduate Admissions Office

- Partnered with UAO to pivot to online information sessions during the initial Covid-19 lockdown and as the pandemic prevented in-person tours through 2022.
- Cornell University saw a significant increase in applicants from **51,500** to **71,164** in 2021 thanks to access to online information sessions and a virtual visit.
- The yield rate for fall 2020 was 60%, which **increased to 68%** in fall 2021, surpassing their previous highest yield rate of 53%.
- Traffic to their virtual visit website **increased by 231%** from 2019 to 2021, with over **85,000** users from **210** countries and territories viewing the content.

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