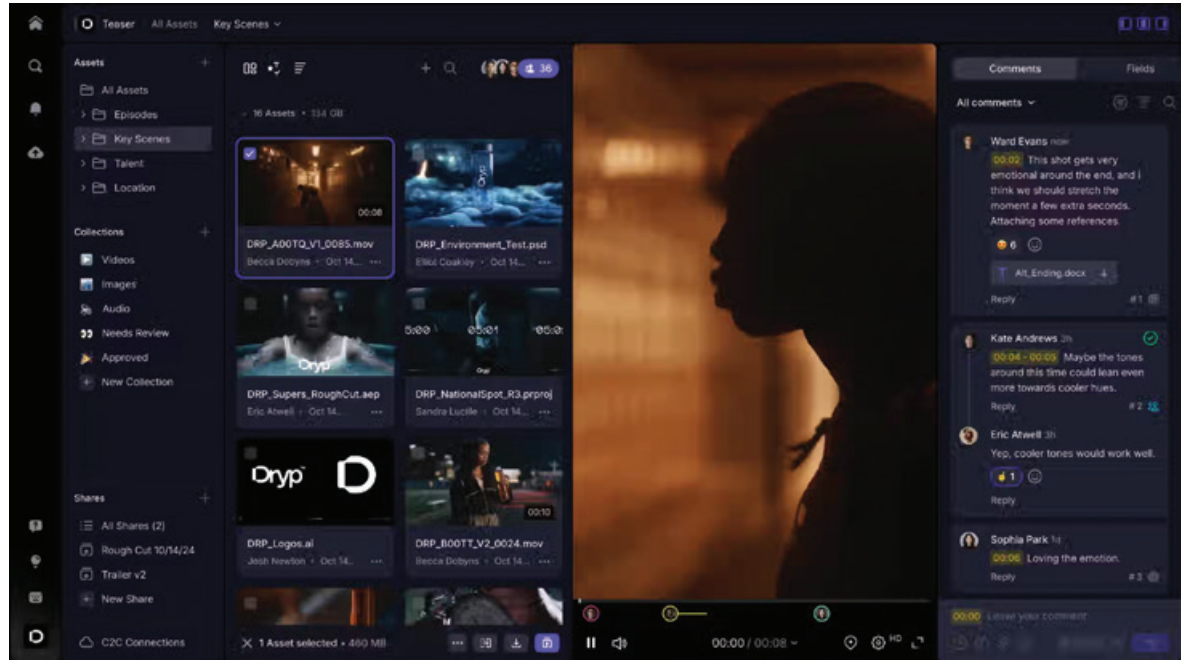




**FRAME.IO**

Frame.io is a cloud-based collaboration platform that allows users—often video professionals, marketers, and creative teams—to upload, review, annotate, and approve video projects in real time. In a postpandemic world where creative teams don't always gather in the editing suite, Frame.io—which integrates with editing software like Adobe Premiere Pro—serves as a centralized, secure hub for reviewing edits and sharing notes.



"When we move this fast, there's not a lot of time, or the spatial overlap, for in-room edit sessions," says Dell. "Frame.io is a lifeline for edit notes across all our team, gathering feedback, tracking notes, sharing assets and more."

**MOVIE MAGIC**

There are some essential truths that hold, regardless of the content that's being made. "Every production needs a budget and a schedule," says Dell, "and I've been using Movie Magic Budgeting and Scheduling for years."

Is it her dream platform? "I don't love their move to cloud-based subscription, especially when I'm working remotely, but it's what I know and what others know how to use," she says.

Sometimes familiar trumps perfect, especially when other applications are unfamiliar to some team members.

**HER NETWORK**

This is another of those other essential truths: Even with the increasing integration of AI into pipelines and workflows, filmmaking remains a team sport. And Dell values her teammates greatly.

"My web of people, whether vendors I've worked with, crew that have been on multiple shows with me, or fellow producers at the PGA, is something I rely on every day," Dell says.

This hasn't changed with the size of the frame. "Building that network through shared work and experience is an everyday investment. So many times, someone from a past connection comes back around in marvelous ways!" ■

