

Professional Summary

Multi-disciplinary creative who has a proven track record of success for over 15 years. Success in creating photo, video, and design assets that drive customer success. A motivated, system-oriented thinker that aims to ensure production and creative success. Experienced with a wide spread of camera systems and editing programs.

Education

B.S, Major: Business Administration Minor: Marketing - San Diego State University, San Diego, California

Skills

Expert Camera Operator | Strategic Communications | Producing | Directing | Creative Project Management Expertise
Campaign Development | Brand Strategy | Animation | Video Editing | Concept Development | Animation | Photography
Cross-Functional Collaboration | Story Telling | Lighting Expert | Sound Mixing | Budgeting | Licensed Drone Pilot

Work Experience

Video Producer / Director - Power Digital Marketing

December 2021 – September 2024

- Associate produced multiple TV spots
- Shot over 45 successful ad campaigns of multiple scales
- Collaborated with the creative strategy team on implementing successful strategies into ugc creative that drive marketing goals
- Oversaw color grading of multiple tv spots
- Oversaw and executed multiple photo shoots for major brands
- Assisted creative leadership in implementing process updates to drive client success Collaborated on multiple RFPs and pitches for new business
- Completed editing by cutting and arranging footage to create final versions of films
- Utilized lighting, camera angles and movement to create visual styles of films
- Coordinated with production team, producer and director to pinpoint creative vision, determine technical needs, and devise shooting schedule
- Produced internal marketing videos to help businesses increase revenue
- Implemented a successful social media strategy to enhance brand awareness and develop new client leads
- Directed actors and crews to create vision for films and bring scripts to life
- Completed pre-production planning such as setting budgets, hiring crew, and cast members and obtaining permits

STAFF VIDEOGRAPHER / EDITOR - Caesars Entertainment

January 2019 – December 2021

- Coordinated and lead simultaneous video projects within several categories including food and beverage, HR, and Hospitality
- Utilized new technology and processes to increase efficiency, overall video quality, and content effectiveness
- Integrated marketing strategy to develop, pitch, and execute ideas for new videos
- Managed client relations, approvals, and feedback throughout production process

DIGITAL CONTENT CREATOR - Beans Visuals - Founder

January 2009 - Present

- Filmed and photographed high profile events around the US and internationally for Major League Baseball, IMG, iHeartmedia, Live Nation, World Surf League, and National Geographic.
- Produced digital content for a wide range of brands including Nike, GoPro, 3M, Haro Bikes, and Adidas
- Directed documentary films and photography for education and non profits including SDSU and St. Jude
- Coordinated and directed remote shoots on location and in-studio with a commitment to quality and detail

SPORTS MARKETING COORDINATOR / CONTENT CREATOR - GoPro

August 2020 - March 2021

- Tracked and reported GoPro athletes' social media analytics to report on KPIs and return on investment
- Designed digital ad placements for endemic media partners
- Managed athlete communication and newsletters detailing product launches and team updates
- Developed a go-to-market strategy for the HERO9 camera launch and 2020 holiday campaigns

References

Grayson Lafrenz - CEO/Board Member, Power Digital Marketing	858-344-9147
Amber Lussier - Director of Resort Marketing, Harrah’s Resort SoCal.....	760-458-8688
Brian Mancini- Executive Producer, Power Digital Marketing	323-236-4504
Davey Smidt - Director of Brand Marketing, Framework Group	858-242-6878