

Contact Information:

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Summary:

Creative Director of Visual Content, video producer and marketing specialist with the ability to make your message memorable! I get it done with organization, leadership, highly skilled editing and the ability to produce engaging content quickly, on-time and under budget!

Experience:

Director of Visual Content (Remote), Virtual Golf Caddy, Savannah, GA, August 2019 – April 2020
(Business closed due to COVID-19)

- Oversee and manage all digital platforms to include website and social media channels
- Market and maintain relationships with all partners
- Vet and hire drone pilots for specific projects
- Manage all editing workflow, providing creative direction and ensure timely delivery of content
- Manage all content delivered including graphics, images, camera and drone footage
- Establish creative standards and guidelines for all editors
- Coordinate post-production editing schedules with editors and on-site contractors
- Manage post production archive process and content library

Principal Video Editor (Remote), Virtual Golf Caddy, Savannah, GA, March 2019 – August 2019

- Manage all editing workflow, providing feedback and recommendations as needed to ensure timely delivery of content
- Manage all content delivered including graphics, images, camera and drone footage
- Establish creative standards and guidelines for all editors
- Manage delivery and distribution of all final editing projects
- Establish creative standards and guidelines for all editors
- Coordinate post production editing schedules with editors and on-site contractors

Owner/Principal Videographer/Editor, [SMART Video Services](#), Huntsville, TX, February 2000 – Present

- Provide all stages of video production from conception, budgeting, managing and hiring crews, producing and directing sets to editing and post production

Operations Manager – Director of Content, [USA Jump Rope](#), Huntsville, TX, April 2004 – August 2019

- Manage all operations for the organization to include financials, employees, policies and guidelines
- Provide all stages of video production from conception, budgeting, managing and hiring crews, producing and directing sets to editing and post production for broadcast, retail and social media
- Oversight and management of all digital platforms to include company website and social media
- Coordinate all media relations to include television appearances, radio spots and news outlets

- Planning and implementation of national and international events to include contract negotiation, hiring and scheduling vendors, coordinating volunteers, banquet/catering management, event budget management and contracting hotel blocks

Skills:

- Premiere Pro CC - Final Cut Pro X - After Effects CC - Videography - Video Editing - Photography - Script Writing - MAC and PC proficiency - Google Suite - Adobe Creative Cloud - Event Operations and Management - Media Relations

Accomplishments:

- Production Supervisor of the first USA Jump Rope Virtual National Competition, July 2020.
- Production of the 2020 Huntsville, Texas tourism video, 9-month project completed July 2020.
- Collaborative training film project with the [American Heart Association](#) and [Jump Rope for Heart](#), March 2017.
- Internship with [MySource TV](#), produced "[AroundMe](#)" marketing video for pitch to mobile app developer, Summer 2016.
- "[Best Graduate Producer](#)" award recipient, AAU Spring Show – May 2015.
- "[Focus Award](#)" recipient, AAU Spring Show – May 2014.
- Footage contributor/consultant for documentary "[JUMP!](#)" produced by [Nutshell Productions](#), 2007.
- Produced commercials for ESPN, ESPN 2 and FOX Sports Network, 2004 – Present.

Education History:

- Master of Arts, Communications and Media Technologies, [Academy of Art University](#), San Francisco, CA, May 2018
- Bachelor of Science, Law Enforcement/Police Science, [Sam Houston State University](#), Huntsville, TX, May 1994

References:

Marian Poland Fletcher

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