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EXPERIENCE

Senior Content Creator / Video Editor, Producer & Motion Animator

Yes& Agency - Alexandria, VA / November 2016 – Present

On September 1, 2022, the Yes& Agency acquired Big Picture Incorporated, transitioning my previous position to Senior Content Creator. Daily duties include conceptualize, design & create motion animation & graphics packages, full-length videos, and logo animations. Graphic design and artwork creation as needed. Produce and edit a wide range of video projects for corporate, commercial, non-profit, and federal government clients using Adobe Creative Suite and Final Cut Pro.

Senior Video Editor, Producer & Motion Animator

Big Picture, Incorporated - Chantilly, VA / November 2016 – September 2022

Edit a broad range of broadcast, web & multimedia video projects for agency, retail, educational, corporate & government clients. Conceptualize, design & create motion animation & graphics packages for assigned projects. Perform producer & scriptwriting roles on projects as assigned. Participate in production shoots, in-studio & on-location, providing lighting, sound, cinematography, director & camera operation support. Research & recommend hardware & software upgrades or purchases.

Director of Video Production / Freelance Video Editor

Trust Marketing Solutions, Inc. - Hugo, MN / May 2015 – May 2022

Perform duties as videographer, cinematographer, sound engineer, and lighting technician. Participate in video production best practices specific to cinematography, editing, graphics and animation. Acquisition and creation of production graphics, logos and animation. Assist in directing and coaching talent. Perform non-linear editing of audio and video, transcoding digital files, and DVD creation.

Video Production Manager

Minnesota Department of Revenue - St. Paul, MN / April 2012 – May 2015

Manage all internal and public productions from concept to distribution including, development, research, scripting, shooting, lighting, sound, directing talent and narration, graphics, editing, closed captions, publication, distribution, promotion, digital storage and archives. Responsible for video studio build-up, operation and maintenance, equipment and software purchases. Productions include instruction/training, educational, promotions, public service announcements and live productions for internal and public distribution. Also manage the department's YouTube and Vimeo channels, providing extensive analytics reporting and improving viewership over 400 percent within a year and provide an annual production ROI exceeding \$500,000 per year.

Freelance Producer

Digital Planet Productions - Chaska, MN / June 2009 – June 2012

Responsible for the operation, management & promotion of a sole proprietor video production business. Providing broadcast quality productions of all types with client contracts ranging from 1k-50k. Recent productions include; three-hour informational program DVD for retail distribution, promotional fundraising video for a local non-profit & providing Final Cut Pro instruction. Experience includes; sales, marketing, consulting, producing, scripting, crew hiring & management, camera operation, lighting, sound, graphics, editing, format conversion, internet video creating, complete DVD production, duplication, packaging & distribution.

News Photojournalist & Final Cut Pro Editor

CBS Television, Inc. / WCCO Television - Minneapolis, MN / December 1994 – May 2011

Shoot & edit a variety of local & national news events, interviews & stories for all newscasts & the website. Working closely as a team with management, producers, assignment editors, reporters, graphics, promotions, editors & photographers under strict deadlines. Unit assignments include; I-Team investigations, Special Projects & Documentaries & the State Capitol Bureau all requiring managing details of multiple on-going productions. Provide peer training & ongoing instruction for Final Cut Pro. Experience with DSN/ENG editing & live shots, studio production, lighting, sound, graphics, music production, online & offline editing & aerial videography. Equipment includes; Sony EX3, DVCPro, BetaSP, Final Cut Pro, Avid Media Composer & Xpress Pro, Media 100 & tape to tape editing. Shooting & editing features & providing source video for CBS Up To The Minute & CBS This Morning, The CBS Evening News, CBS NewsPath, CNN, Headline News and Oprah.

Technical Operations Manager

Cargill Communications, Inc. / REV105 / KLBB - Minneapolis, MN / September 1993 – December 1994

Assist & manage the details of acquiring & starting a 5-station radio broadcast group. Duties include design & installation of radio broadcast & 24 track recording studios. Additional duties included technical infrastructure design, planning, proposals, budgets, & purchases. Manage corporate public relations, advertising planning & placement, new business development, general research, FCC regulation and planning. Responsible for various office & administrative tasks, database planning & management, inventory auditing and system administration of the corporate phone, voicemail & computer network.

Executive Producer & Director “Visions of Sound”

Digital Planet Productions - Minneapolis, MN / March 1992 – September 1992

Responsible for the concept, development, broadcast negotiations, promotion, producing, directing, shooting, and ad sales for the 30-minute music video program, Visions of Sound. The independently produced show was broadcast on the Minneapolis/St. Paul NBC affiliate KARE-11, running for sixteen weeks at 1:05am, after Saturday Night Live, from May 1992 through August 1992. Visions of Sound earned an average Nielsen rating of 2.6, placing it first in the time slot.

Special Operations Manager

Media Relations, Inc. - Bloomington, MN / November 1991 – September 1993

Produce radio infomercials, talk shows & training videos; provide complete production, distribution, media buying & placement services. Additional responsibilities include; manage & support a 25 node UNIX network, multiple Windows systems & various office equipment, provide placement and promotion of noteworthy clients on local, national and syndicated radio and television talk shows & news programs.

Executive Producer & Director “Soundscapes”

Digital Planet Productions - Minneapolis, MN / May 1990 – December 1990

Responsible for the concept, development, & independent production of the 30-minute music video program, Soundscapes: Alternative Music Video. Broadcast on channel 23, KTMA-TV in the Minneapolis/St. Paul market, the 30-minute program aired Saturday nights at 1am during the month of November 1990. The show included experimental visual montages mixed with on-the-street interviews discussing social, political, or other relative topics, related to the lyrical message of selected alternative music videos.

Paragon Cable Television

Master Control Operator - Eden Prairie, MN / June 1989 – October 1990

Currently known as Comcast, I managed playback of five pay-per-view movie channels. Monitored & maintained pay-per-view authorization systems. Managed & operated sixteen channels of first-generation tape-based commercial ad insertion. Manual video tape playback of eight public, educational & government access channels. Programmed and operated LaKart and Videomedia automation systems. Edited commercials, promotions, movie trailers & other pay-per-view related content.

Production Runner Assistant “Sign ‘O’ the Times”

Paisley Park Films - Chanhassen, MN / June 1987 – July 1987

Originally hired as an actor in the role of audience extra, along with several hundred other actors. After discussing my career goal of working behind the scenes with the Assistant Director, I was promoted to Production Runner Assistant. During each shooting day of production assigned tasks included; coordinating & distributing cast & crew meals, identify & support extras cast general needs, assist extras cast sign-in & paperwork, & participate in post-shoot clean-up each day.

Video Producer & Cable Access Instructor

Quad Cities Community Television (QCTV) - Anoka, MN / June 1987 – November 1991

Produce, write, shoot, edit & promote various government informational television programming for the cities of Anoka, Andover, Ramsey & Champlin. Supervise & direct creative production staff and volunteers for various high school sports & community entertainment productions. Manage & maintain station equipment & production studios. Conduct regularly scheduled educational classes teaching staff & community volunteers video production skills, including; online studio production, camera operation, lighting, sound, graphics & editing.

EDUCATION

The Art of Visual Storytelling Workshop with SNL DP Alex Buono • Minneapolis, Minnesota – June 2013

NPPA Television News Workshop - Storytelling Workshop • Norman, Oklahoma – June 1998

Minneapolis Community College – Film/Video Production Associate of Arts Degree • Minneapolis, Minnesota – 1989

Anoka-Ramsey Community College – Theater Associate of Arts Degree • Coon Rapids, Minnesota – 1987

University of Minnesota Duluth – Accredited Certificate of Peer Counseling • Duluth, Minnesota – June 1985