

Professional Summary

I am a seasoned Multimedia Specialist with over 15 years of rich experience in steering high-impact projects in video production, web design, and innovative technology solutions. Renowned for my ability to forge strong partnerships with clients and lead projects that break new ground, I thrive in environments that challenge my creativity and problem-solving skills. With a proven track record of enhancing brand engagement through innovative digital content strategies, I am committed to delivering exceptional multimedia experiences that resonate with audiences and meet business objectives.

Core Competencies

- Creative Leadership & Project Management
- Strategic Decision-Making & Problem Solving
- Client Relationship Management
- Team Collaboration & Motivation
- Adaptability & Innovation
- Communication & Negotiation

Professional Experience

Independent Multimedia Specialist

Self-Employed, Mar 2014 - Present

- Partnered with a diverse range of high-tier clients to develop bespoke multimedia solutions tailored to their unique branding needs and business goals.
- Crafted detailed motion graphics and animations for marketing campaigns and educational content, significantly boosting audience engagement through visually compelling storytelling.
- Led multiple website redesigns using WordPress, integrating SEO best practices and responsive designs to significantly improve user experience and online visibility.

Motion Graphics Designer

MotionLit Services, Inc • Los Angeles, CA (remote) • Sep 2022 - Apr 2024

- Spearheaded the integration of AI technology to refine and enhance legal media presentations, setting new industry benchmarks for clarity and impact.
- Drove major web development projects, revitalizing the company's online presence and increasing user engagement.
- Employed sophisticated video editing techniques to resolve visual issues in legal cases, such as correcting overexposure and adding visual elements to footage, ensuring high-quality outcomes for client presentations.

Head of Video Production

IT University Online | Palm Harbor, FL | Feb 2012 - Mar 2014

- Established an in-house video production department from scratch, reducing costs and boosting control over creative content.
- Introduced innovative production techniques that enhanced the educational impact of video content, improving student engagement and learning experiences.
- Orchestrated efforts across video, web, and graphics teams to produce cohesive and impactful digital content, fostering a collaborative and inventive work environment.

Professional Experience (Cont'd)

Video Production Manager

KelbyOne | Oldsmar, FL | Feb 2007 - Oct 2010

- Managed a dynamic team in producing educational content and promotional materials, which doubled viewer engagement and expanded the brand's reach.
- Created engaging content for large-scale events like Photoshop World, blending live filming with creative motion graphics to captivate large audiences.
- Developed new video production methods that not only enhanced content quality but also influenced industry practices, establishing new standards for digital media production.

Professional Highlights

Adobe Influencer Team Member

Adobe Systems, Inc. | San Jose, CA | 2007 - 2011

- As a chosen member of the Adobe Influencer Team, I played a pivotal role in beta-testing and advocating for Adobe's cutting-edge software solutions before they hit the market. My feedback directly influenced product enhancements and helped shape tools that millions of creatives rely on today. My involvement not only allowed me to influence major software developments but also kept me at the forefront of digital design technology.

FAA-Certified Drone Pilot (UAS Part 107 License)

2020 - present

- My FAA certification empowers me to capture stunning aerial footage that elevates any project, complying fully with all regulations for safety and privacy. With the added qualifications for night flights and over-crowd operations gained in 2022, I bring a versatile skill set to deliver high-quality drone videography under a broad range of conditions, enhancing the dynamic visual storytelling potential of any production.

Education

Associate of Science in Digital Production

International Academy of Design & Technology | Tampa, FL | 2003-2004

Technical Skills

Video Editing & Production:

- Adobe Premiere Pro, Apple Final Cut Pro

Graphic Design & Animation:

- Adobe Photoshop, Adobe After Effects, Cinema 4D

Web Development:

- WordPress, HTML & CSS

AI Technologies:

- Midjourney, Dall-E, Runway AI