



CRAIG WHITAKER CREATIVE dot com

CONTACT



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STRENGTHS

- Client-facing
- Pitching
- Script to screen skill set
- Leadership
- Planning
- Expertise in all areas of pre, production & post production

EDUCATION

2004 - Rowan University
B.A. Communication - Magna Cum Laude

SKILLS

- High-level creative thinking and idea development
- Scriptwriting & live action direction
- Storyboarding and look development
- Photography and filming
- Software: Adobe Suite, 3D (Cinema 4D, Maya, Modo) Render Engines (Redshift, Arnold) Nuke. Microsoft & Google Suite

ACTIVITIES

- Board Member - Eriton Pool, Cherry Hill, NJ
- Founder/Coach "TRIIT" - Triathlon Team
- President Philadelphia Nuke User Group
- Assistant Den Leader & Merit Badge Counselor - Troop 65, Haddonfield, NJ
- Guest Lecturer - Maxon for The National Association of Broadcasters
- Independent Musician
<https://music.apple.com/us/artist/craig-whitaker/280315639>
- Snowboarding, fitness, and triathlon

ABOUT ME

Accomplished and energetic, true script-to-screen, Creative Director with 15+ years of client-facing success. Proven results partnering with brands and organizations of all types - from pharma & healthcare, to academia and government, to consumer products - helping them identify, create and communicate their story. Exceptional skills in: identifying and understanding client needs, developing creative, pitching and winning projects, script writing, live action direction, nurturing and growing client relationships, assembling and growing teams, developing and creating processes and procedures to minimize waste and maximize efficiency.

PROFESSIONAL EXPERIENCE

PATIENT POINT

2022 - 2024

CREATIVE DIRECTOR OF VIDEO & SENIOR PRODUCER

- Solely responsible for: Pre Production (developing creative, pitching, script writing, budgeting, scheduling, crewing, locations, casting, wardrobe, catering, permits, etc.) Production (direction, client management, script supervision, any and all post/VFX supervision) Post Production (Producer, editing, sound design & mix, any and all 3D/2D/VFX)
- Created and implemented "Best Practices for Video Production" for all internal & external facing products.
- Mentored a team of artists, both internal and external as well as create training resources for the team.
- Hired full-time and freelance staff members as well as managing the relationships.

LOCH HARBOUR GROUP

2017 - 2021

CREATIVE DIRECTOR

- Doubled the annual video output from 2017 - 2021, delivering over 30 videos in 2020.
- Develop and produce successful video and web campaigns for national initiatives, brands, and products.
- Lead a team of over 15 video editors, writers, graphic designers, social media directors.
- Oversaw the production of video content for the S&T exhibit at The National Atomic Testing Museum.
- Created the "COVID Guide to Creative." A paradigm shifting set of processes and procedures that established how the team produced content during 2020. A major overhaul in terms of how Creative is conceived and produced.
- Establish branding and style guides for major national programs.
- Responsible for "every seat on the bus." Performing as a script writer, director, video editor, voiceover artist, motion graphics / 3D artist, producer, and manager.
- Developed the DHS S&T Broadcast Package. A collection of assets to be used on all videos produced by S&T, helping to further reinforce the brand.

NFL FILMS

2016

VFX & MOTION GRAPHICS ARTIST

- Created Visual Effects and Motion Graphics for a wide variety of NFL content including a pre-game Super Bowl commercial.

STORIA

2014 - CURRENT

CREATIVE DIRECTOR / PARTNER

- Founder and Partner in Storia. Full-service creation company with services ranging from script writing and animation through video production and music composition.
- Clients including but not limited to: Philadelphia 76ers, Hendricks Gin, Philadelphia Flyers, Hard Rock Hotel, Glaxo Smith Kline, Penn Medicine, Media Math, Loxo Oncology, Cure Auto Insurance

ASSEMBLY

2011-2014

DIGITAL DESIGN DIRECTOR

- Launched a Visual Effects and Post Production department with a focus on client-facing creative direction.
- Created and implemented processes and practices for Creative through delivery.