

**Kristofer Jon Atkinson**

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## **Professional Summary**

Creative leader with over 20 years of experience in art direction, storytelling, and brand development. Proven track record of ideating and executing culturally resonant campaigns that connect with audiences across diverse media. Expert in managing creative teams, developing cohesive brand narratives, and delivering high-impact results. Known for entrepreneurial spirit, collaborative leadership, and a solutions-oriented approach.

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## **Professional Experience**

### **Indy Dog Creative Group – *Writer/Director/Producer***

#### ***August 2010 – Present***

- Directed and produced campaigns for feature films, short films, and branded content, ensuring cultural relevance and audience connection.
- Led pre-production planning, budgeting, and team organization for crews of 15+ across complex projects.
- Designed and pitched film investment packages, managing project timelines from ideation through delivery.
- Championed creative storytelling through visual media, producing award-winning narratives.

### **University of South Florida –*Assistant Professor of Instruction in Mass Communication***

#### ***August 2022 – Present***

- Developed and taught courses in video production, broadcast news, and production direction.
- Collaborated on grant-funded short film projects, showcasing strong storytelling and creative vision.
- Mentored students on creative processes, cultivating the next generation of storytellers and creatives.

### **Aqua Marketing & Communications – *Producer/Director/Editor***

#### ***May 2020 – August 2022***

- Produced and directed award-winning campaigns for major brands, including the Greater Fort Lauderdale Convention & Visitors Bureau and Fort Lauderdale Boat Show.

- Developed breakthrough concepts to engage diverse audiences across digital and social platforms.

**University of Tampa – *Visiting Assistant Professor in Film***

***June 2018 – May 2020***

- Directed short experimental films, including works featured in prominent film festivals.
- Demonstrated leadership in shaping cohesive narratives and mentoring creative teams.

**New York Life – *Digital Asset Manager***

***July 2014 – June 2017***

- Designed, edited, and curated multimedia assets for high-impact campaigns.
  - Produced scripts, animations, and video content, delivering brand-aligned storytelling.
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**Education**

**Master of Fine Arts in Filmmaking and Screenwriting**

**Vermont College of Fine Arts – *April 2018***

- Developed expertise in comedic response, brand storytelling, and visual narratives under renowned mentors.

**Bachelor of Fine Arts in Graphic Design**

**Rogers State University – *May 2010***

- Focused on mixed media art and video, with multiple gallery showings and accolades for innovative creative work.
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**Core Competencies**

- Creative Direction & Art Leadership
  - Storytelling & Brand Narrative Development
  - Pre-Production, Production & Post-Production Management
  - Team Mentorship & Cross-Functional Collaboration
  - Social Media Content Strategy & Execution
  - Budget Planning & Resource Management
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## **Technical Skills**

Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, After Effects) | Final Cut Pro | Avid Pro Tools | Microsoft Office | Final Draft | SketchUp

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## **Major Career Highlights**

- Secured and led the production of grant-funded short films, showcasing creative leadership and cross-institutional collaboration.
  - Directed award-winning promotional campaigns for major tourism brands, including Greater Fort Lauderdale and the Fort Lauderdale Boat Show.
  - Created and showcased experimental films featured at the Florida Experimental Film/Video Festival (FLEX) and other art exhibitions.
  - Managed pre-production and crew leadership for feature films and short films with teams of 15+, ensuring on-time and on-budget delivery.
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## **Personal Interests**

Improvisational comedy, sketch writing, experimental electronic music, travel, and storytelling through film and visual media.