



# ROBERT L. ROBINSON

## MULTIMEDIA PRODUCER

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### SUMMARY

Creative / Marketing Cinematographer with over seven years of experience as a producer, director, editor, writer, and colorist for 300 plus projects in the areas of commercial production including branded content creation and development, broadcast television, lifestyle programming, social media and news.

### CONTACT DETAILS

Phone: (757) 469-4259

Email: robertlawrencerobinson@gmail.com

### EXPERTISE

- Adobe Audition
- Premiere Pro
- After Effects
- Photoshop
- Lightroom
- Video Production
- Social Media Strategy
- Branding and Marketing Strategy
- Content Creation
- Project Management
- Analytics
- Voice-Over
- Scripted Media Production
- Branding and Marketing Strategy
- Graphic Design
- Set Design
- Lighting
- Photography

### EDUCATION

Forsyth Technical Community College  
ASSOCIATE OF SCIENCE  
Broadcast Production Technology 2016

East Carolina University  
BACHELOR OF SCIENCE  
Apparel Merchandising  
2005

### EXPERIENCE

#### RADFORD UNIVERSITY - MULTIMEDIA PRODUCER (2021 - PRESENT)

Write, film, edit in the creation of targeted media products for events and programs in association with university advancement goals such as enrollment and awareness.

- Magazine Photography for print story enhancement.
- Motion Graphics creation.
- Supervision of interns.
- Search Committee for Vice President of Enrollment.

#### BOSTON UNIVERSITY, WBUR - PROMOTIONS PRODUCER (12/2020 - FREELANCE)

Write, shoot, edit and voice-over promotional audio and video of various lengths for use across WBUR platforms.

#### GRAHAM MEDIA GROUP, WSLS 10 NBC - CREATIVE PRODUCER (2019 - 2021)

Responsibilities include writing, filming, editing, directing, and music composition of TV show segments for Daytime Blue Ridge, a daily lifestyle show airing on WSLS 10 NBC.

- Color Grading, Graphic Design, and Professional Voice-Over
- Present creative subject matter based on analytics.
- Television production and post-production to include non-linear rough-cut editing (Adobe Premiere Pro)

#### HEARST TELEVISION, WXII 12 NBC - NEWS PHOTOGRAPHER (3/2019 - 6/2019)

News Photographer responsible for operating cameras, teleprompter, audio-board, graphics and video equipment for live shots and pre-produced content.

#### HEARST TELEVISION, WXII 12 NBC - PRODUCTION ASSISTANT (11/2018 - 03/2019)

Responsible for lighting, script preparation, video cueing, camera and teleprompter operation during live broadcast for WXII News Channel 12.