
Video Production Director

16 years of video production experience, including leading strategic and operational management of video businesses.

Dynamic, creative, and highly experienced video producer and production manager. Accomplished in developing high impact video and marketing strategies for key clients, from Fortune 50 retailers to small businesses. Dedicated to close collaboration with clients, talent, and stakeholders providing strategic and creative direction enabling the delivery of more engaging, personalized and relevant video solutions.

Highlights of Expertise

- End-to-End Production Management & Execution
- Strategic & Creative Direction
- Talent Management & Network
- Multi-Project & Multi-Location Management
- Client Relationship Building & Management
- Proposal Creation & Review
- Marketing Communications & Presentations
- Cross-Functional Team Leadership

Career Experience

Time Capsule LLC, Milwaukee, WI

Established a multimedia production house specializing in video, photography, and graphic design.

PRODUCTION DIRECTOR & OPERATIONS MANAGER (2004 to Present)

Successfully managed company operations including scheduling and talent management, process improvements, budgeting, proposal creation and on-time delivery of all projects. Produced exceptional customer satisfaction through project management, video production management across all phases and close client collaboration to provide significant creative and strategic input, including identification of growth opportunities.

- ◆ Established key partnerships with Quarrels & Brady, Medtronic, Dayler Financial, The American Legion, Skylight Music Theatre, Spee-Dee Packaging Machinery, Inc., and Saloon on Calhoun with Bacon.
- ◆ Slashed post-production time by 50% through process improvements.
- ◆ Developed extensive talent network.
- ◆ Managed and produced hundreds of multimedia projects, including broadcast television commercials, web commercials, promotional videos, films, interviews, live events, audiobooks, and photoshoots.

Yodelpop, Milwaukee, WI

Critical role managing key accounts for a digital marketing firm focused on Inbound Marketing.

MARKETING ACCOUNT MANAGER (2019 to 2020)

Successfully developed and managed inbound marketing strategies including Content, Digital Advertising, Email, and Social Media plans addressing each client's goals.

- ◆ Surpassed client's 2-year membership goals by 150%, in the first year.
- ◆ Succeeded in delivering a 16% increase in client's customers.
- ◆ Produced 14% increase in client's sales.

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Edgenet, Waukesha, WI

Pivotal role overseeing revenue growth, product adoption and lead generation for a B2B tech firm focused on product information/content management and distribution to omnichannel selling partners.

CAMPAIGN & MEDIA DIRECTOR (2010 to 2017)

Successfully developed and managed digital campaign and digital content marketing strategies to achieve company goals. Accomplished by engaging a customer-centric mindset, a deep understanding of the market needs and motivations, content personalization, key metric identification, and continual optimization through analytics. Further contributing to my success were my abilities to lead cross-functional teams, and influence decisions through effective collaboration both internally and with strategic partners, including Fortune 500 retailers.

- ◆ Produced product videos with engagement rates of 93% with conversion rates above 17%.
- ◆ Saved more than \$70,000 annually by establishing an internal video production department.
 - Produced over 200 videos and webinars, with almost 10,000 plays in two years.
 - Delivered video engagement rates over 95% with conversion rates topping out at 45%.
- ◆ Designed and produced a software tutorial series of over 50 videos.
 - Achieved engagement rates above 90% with conversion rates averaging 15%.
- ◆ Designed strategies for a Fortune 50 strategic partner, produced immediate software adoption rate of 95%.
 - Produced video engagement rates of 87% with conversion rates over 17%.
- ◆ Increased software adoption almost 600% in one year for a Fortune 500 strategic partner.
 - Created a video strategy producing engagement rates above 85% with conversion rates reaching 45%.

Technical Proficiencies

<i>Video Production Skills:</i>	Content Research, Conception, Storyboarding, Scripting, Talent Acquisition and Management, Scheduling, Audio Capture, Lighting, Shooting, Directing, Scheduling, Editing, Motion Graphics and Effects, ADR (Automated Dialog Replacement), Audio Sweetening, Color Grading, Green Screen and Platform Formatting Requirements
<i>Software Proficiencies:</i>	Adobe Creative Suite, Camtasia, Google Analytics, HubSpot, Microsoft Office Suite, Prezi, Salesforce, Slack, Trello, Unbounce, Wistia, and Zoho
<i>Additional Skills:</i>	Brand Voice and Content, Content Auditing and Management, Content Marketing, Content Optimization and SEO (Search Engine Optimization), Graphic Design, Inbound Marketing, KPI (Key Performance Indicator) Identification and Reporting, Photography, Presentation Creation, Presenting, Social Media Marketing, Video Marketing and Webinar Production

Education & Credentials

Bachelor of Science in Marketing

University of Wisconsin-La Crosse, La Crosse, WI 54601

Certifications

Inbound Marketing, Content Marketing, and Social Media Marketing – HubSpot