

Carlton Anthony Pynes

Tuscaloosa, Alabama

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Professional Summary

Multimedia Producer and Video Promotions Specialist with 4+ years of professional experience producing, writing, shooting, and editing short-form video content for broadcast, digital, and social media platforms. Proven ability to deliver :15, :30, and :60 second promotional content from concept through final delivery. Experienced in interview-based storytelling, brand-driven promos, broadcast workflows, and deadline-driven production environments. Advanced proficiency in Adobe Premiere Pro, After Effects, and Photoshop, with a collaborative, detail-oriented approach to multi-project production.

Work Experience

The University of Alabama School of Law

Creative Content Specialist - Video + Photography

February 2025 - Present

Tuscaloosa, Al

- Produce, shoot, write, and edit short-form and long-form video content for web, social media, and digital platforms, supporting institutional branding and storytelling goals.
- Serve as lead producer on interviews and feature pieces, managing pre-production planning, scripting, lighting, filming, audio capture, and post-production delivery.
- Create promotional and social-first video assets optimized for Instagram, YouTube, and Facebook, increasing average Instagram viewership by 200 percent.
- Coordinate on-site and remote productions, including travel-based shoots in locations such as Dallas and Washington, D.C., managing logistics, schedules, and equipment.
- Collaborate with communications leadership and internal stakeholders to maintain brand consistency, messaging accuracy, and visual standards.
- Manage production equipment, file organization, and media workflows to ensure technical quality, accuracy, and timely delivery across multiple concurrent projects.

Software Utilized: Adobe Premiere Pro, After Effects, Photoshop, Lightroom, DaVinci Resolve, Final Cut Pro

Cameras and Hardware Utilized: Blackmagic cinema systems, Canon C-Series, Sony FX line, DSLR/Mirrorless systems, Professional studio and field lighting

SignBird

Video & Digital Media Editor

January 2023 - May 2024

Tuscaloosa, Al

- Edited short-form promotional video content and photography packages for marketing and corporate clients, including large-scale billboard and advertising companies such as Lamar Advertising.
- Performed advanced color correction, image enhancement, compositing, and graphic treatments using Adobe Premiere Pro, After Effects, Photoshop, and Lightroom.
- Created and maintained consistent visual styles and branding standards across multiple campaigns and deliverables.
- Collaborated with internal teams and 5+ freelance drone pilots weekly to transform raw field footage into polished promotional assets under tight deadlines.
- Managed multiple projects simultaneously while maintaining attention to detail, accuracy, and delivery schedules.

Software Utilized: Adobe Premiere Pro, After Effects, Photoshop, Lightroom

WDHN (ABC Network)
Newscast Director

December 2021 - December 2022
Webb, Al

- Began as Production Assistant operating studio cameras, audio, and graphics systems during live broadcasts; promoted to Newscast Director within three months.
- Directed live and pre-recorded newscasts, coordinating anchors, reporters, and control room operations in real time.
- Called live shows via IFB, directed camera blocking and transitions, supervised cueing, and switched multi-camera broadcasts under strict broadcast deadlines.
- Edited news packages, VO segments, and promotional elements for daily broadcast, ensuring editorial accuracy, clarity, and fast turnaround.
- Supported smooth broadcast operations by maintaining attention to detail and minimizing on-air errors in high-pressure environments.

Software Utilized: Adobe Premiere Pro, After Effects

Cameras and Hardware Utilized: Canon XF605 UHD 4K HDR Pro Camcorder

Education

Bachelor of Arts | The University of Alabama

2025

Major: Communication - Creative Media | Minor: Theatre
Summa Cum Laude

Technical Skills

Video Producing and Promotions, Script Writing and Storytelling, Short-Form Video (:15, :30, :60)
Broadcast and Digital Production, Interview and Documentary Production, Multi-Camera Studio and Field Production, Adobe Premiere Pro, After Effects, Photoshop, Motion Graphics and Text Treatment
Audio Recording and Multi-Track Editing, Lighting Design and Cinematography, Production Planning and Scheduling, Deadline-Driven, Multi-Project Workflows, RAW & Log Workflows
