

EXPERIENCE

2015-Present

Old Navy, San Francisco, CA

Associate Manager, Video

- Digital Video Art Director, Editor, Colorist, Motion Designer, and Director
- Responsible for art direction and post-production direction
- Directs and collaborates with production: DP, art department, and producers
- Provides creative direction to: VFX artists, editors, motion designers, and sound designers
- Creative lead for new social video initiatives for organic and paid media
- Implements digital strategy and analytics within art direction and editing
- Work exceeds CTR benchmarks and outperforms industry standards while increasing sales - prompting YouTube to invite my team to become "YouTube Certified"
- Concepts and leads After Effects training sessions for Old Navy home office employees

160over90, Philadelphia, PA

2015-2015

Video Editor

- Agency provides video editing, motion design, and video production for brands such as: Under Armour, Philadelphia Eagles, Nike, Ferrari, Super Pretzel, AAA, and more
- Video editor, colorist, and motion designer on projects from TV spots to ad campaigns

Abercrombie & Fitch, Columbus, OH

2015-2013

Associate Video Editor

2013-2012

Social Media Videographer

- Video editor, videographer, and motion designer for Hollister and Abercrombie & Fitch
- Contributions increased international brand awareness, sentiment, engagement, and sales with videos grossing over 26 Million views world wide
- "Hollister House" videos recognized by Adweek as "Top Video of the Week" multiple times
- Edited A&F's "Call Me Maybe" which was part of a nomination for an MTV Music Award
- Managed studio and executed video tasks: lighting, audio, shooting, editing, direction, color

2011-Present

Select Freelance Works

Converse, Adobe, JW Anderson, R29, Cabela's, Planned Parenthood, CCAD, Jeni's Ice Cream
Vital Film Works: DSW, Express, Cameron Mitchell, OSU, and Bed Bath and Beyond

EDUCATION

2011-2007

BFA Photography, Columbus College of Art & Design, Columbus, Ohio

Minor Emphasis in Advertising and Graphic Design

NOTABLE PUBLICATIONS & CERTIFICATIONS

2016

YouTube Certified, Content Strategy - Brand Partner Program
Refinery29, Only Stranger Things' Gaten Matarazzo...

2015

Yahoo, Old Navy spot aired during the historic first-ever global live stream of an NFL game

2014

Adweek, Top Video of the Week (Selected Three Times)

Billboard, Hollister House (billboard.com)

LoopdeLoop Animation Festival, with Screenings in LA and Australia

2013

Time Magazine, What Does The Fox Say? Shirtless Abercrombie Models Need to Know

BuzzFeed Fashion, Examining Abercrombie & Fitch's "Life as a Greeter" YouTube Series

E News, Shirtless Abercrombie & Fitch Models Lip Synch to "The Fox"...

2012

MTV Music Awards, Most Share-Worthy Video

The New York Times, Viral Videos Become the New Cousin Brucie

The Huffington Post, Abercrombie Models' "Call Me Maybe" Might Be Our Favorite Ever

2011

Graphic Design USA, CCAD Permanent Display

2010

Photographer's Forum, Best of Photography Book

Photo District News, Photojournalism Award

KEY SKILLS

Art Direction, Directing, Shooting, Editing, Color Grading, Motion Design, Compositing,
Sound Design, Mixing, Drone Operating, VR

Significant Software

DaVinci Resolve, Premiere Pro, After Effects, Adobe Design Suite, Nokia OZO Creator