

EXPERIENCE

- 2022-Present
2020-2022
- Wish, San Francisco, CA**
Senior Video Editor
Video Editor
- Senior Video Editor, Colorist, Motion Designer, Producer, Art Director and Director
 - Responsible for art directing and directing campaigns for organic and paid media
 - Provides creative direction to and collaborates with: designers, DP, art department, writers, editors, producers, photographers and UGC talent
 - Manager, producer and director of UGC talent who create original videos for social channels
 - Instant Ecstatic campaign I directed and edited delivered the first ever GMV on Pinterest
 - UGC video I produced gained the most organic views Wish has ever had
 - Banner photography I art directed & produced delivered the best GMV (18X the average), the best AOV and one of the highest CTR's ever
- Old Navy, San Francisco, CA**
Associate Manager, Video
- Digital Video Art Director, Editor, Colorist, Motion Designer, and Director
 - Provided creative direction to: VFX artists, editors, motion designers, and sound designers
 - Creative lead and DP for new social video initiatives for organic and paid media
 - Work exceeded CTR benchmarks and outperformed industry standards while increasing sales, prompting YouTube to invite my team to become "YouTube Certified"
 - Concepted and lead After Effects training sessions for Old Navy home office employees
- 160over90, Philadelphia, PA**
2020-2015
Associate Manager, Video
- Digital Video Art Director, Editor, Colorist, Motion Designer, and Director
 - Provided creative direction to: VFX artists, editors, motion designers, and sound designers
 - Creative lead and DP for new social video initiatives for organic and paid media
 - Work exceeded CTR benchmarks and outperformed industry standards while increasing sales, prompting YouTube to invite my team to become "YouTube Certified"
 - Concepted and lead After Effects training sessions for Old Navy home office employees
- Abercrombie & Fitch, Columbus, OH**
2015-2013
2013-2012
Associate Video Editor
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
- Select Freelance Works**
2011-Present
Pax, Converse X JW Anderson, R29 X Adobe, Planned Parenthood, Jeni's Ice Cream, Athleta

EDUCATION

- 2011-2007
BFA Photography, Columbus College of Art & Design, Columbus, Ohio
Minor Emphasis in Advertising and Graphic Design

SELECT PUBLICATIONS & CERTIFICATIONS

- YouTube Certified, Content Strategy - Brand Partner Program
- Adweek, Top Video of the Week (Selected Three Times)
- LoopdeLoop Animation Festival, with Screenings in LA and Australia
- 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
- MTV Music Awards, Most Share-Worthy Video
- Graphic Design USA, CCAD Permanent Display
- 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, Drone Operation, VR, Producing

Significant Software

- DaVinci Resolve, Premiere Pro, After Effects, Cinema 4D, Adobe Design Suite