

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: outperformed the average GMV by 97X, the average AOV by 150% and had one of the highest CTR's ever
- Old Navy, San Francisco, CA**
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
- 160over90, Philadelphia, PA**
2015-2015 Video Editor
- Video editor, colorist, and motion designer for: TVC, digital Video and social campaigns
 - Worked on projects for brands such as: Under Armour, Philadelphia Eagles & Nike
- 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
- 2011-Present
- Select Freelance Works**
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