

ADAM NATROP

Video Production Manager



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Inver Grove Heights, MN



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www.adamnatrop.com
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PROFILE

Reliable • Competent • Critical Thinker

Clear Communicator • Eager Collaborator

Accountable Leader • Passionate Technologist

Expertise in production hardware, software tools and industry best practices such as:

- Script-writing
- Motion graphics
- Story-boarding
- Director of photography
- Producing
- Data asset management
- Directing
- Social media content creation
- Editing
- Visual effects
- Color grading
- Web design
- Audio design
- HTML, CSS, JavaScript

NOTABLE CLIENTS

Cargill	E! NEWS 360 Video
SSAFE	Marketing Architects
Red Wing Shoes	Perleberg McClaren LLP
NBC/Universal	Black Space VFX

EDUCATION

DIGITAL VIDEO & MEDIA PRODUCTION

Minnesota School of Business

GRADUATED - 2007

INTEREST



Adventure



Cooking



Travel



Photography

AWARDS

2 Telly Awards

2014 & 2018

Emmy Nominated

2018

EXPERIENCES

WEB DEVELOPER

Kryolum, LLC | 2019 - Present

Kryolum LLC is a Digital Agency Specializing in:

Web Development, IT Consulting, and Video Production

- Client acquisition, sales, business development, and marketing strategies
- Develop digital media content for clients including video production services and post-production services (video editing, motion graphics, color grading)
- Web development and technical support services
- Provide technical support services including infrastructure design and installation of computers, servers, audio/visual equipment and support components

VIDEO MANAGER

Fairview Health Services | 2011 - 2019

- Produce engaging videos for marketing and communications
- Oversee production staff, schedules, budgets, contractors and talent
- Develop strategies and best practices for video marketing and video brand guidelines
- Guide colleagues and clients through the creative process for video productions
- Responsible for concepts, storyboards, pitching, filming, editing, motion graphics, color grading, audio design, client approvals, publishing and distribution
- Work with all levels of leadership including CEO and executive leadership team, as well as doctors, nurses and clinical staff to help tell the brand stories and internal communications tactics of Fairview Health Services corporate, University of Minnesota Medical Center, Ebenezer, Fairview Clinics, and M Health
- Helped to build and develop the video department from the ground up including designing and installation of the technical infrastructure (asset acquisition, edit suites, graphic designer workstations, shared storage server, backup and archive, data asset management) and workflow process

PRODUCER/VIDEO EDITOR

OMNIvision | 2009 - 2011

- Worked on a video events production team to produce videos from all over the world
- Titles held: production manager, studio manager, producer, video editor, camera operator and support technician.

REFERENCE

Josh Mundahl

Creative Director | Cargill

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Wayne Johnson

Producer | Simple Video Works

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