

SAMUEL MOORE

Senior Video Producer | Multimedia Strategy | Creative Direction

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Phoenix, Arizona

SUMMARY

A seasoned Senior Video Producer with 10+ years of experience, adept in multi-platform campaign strategies and team leadership. Committed to producing compelling video content and managing production workflows to achieve impactful results.

EXPERIENCE

Chief Video Director

Visual Innovations Inc.

- 01/2019 - PresentPhoenix, AZ
- Directed a team of 20+ professionals handling multi-platform video campaigns, resulting in a 30% increase in client engagement across all social media channels.
 - Spearheaded workflow optimization processes that reduced project turnaround times by 25% while maintaining content quality.
 - Managed a production budget of \$2M, effectively allocating resources to prioritize high-impact projects and strategic investments.
 - Implemented advanced metrics tracking leading to data-driven creative decisions that increased viewer retention rates by 40%.
 - Collaborated with cross-functional teams to align video content with overall brand messaging, achieving a unified communication strategy that boosted brand recognition.
 - Introduced new video technologies that enhanced storytelling capabilities and audience interaction, contributing to a client satisfaction rate of 97%.

Senior Video Producer

Media Dynamics

- 06/2014 - 12/2018Los Angeles, CA
- Managed the video production process for a top-rated television series, increasing viewership by 20% year-over-year.
 - Developed comprehensive production budgets and strategies, ensuring all projects were delivered under budget without compromising on production value.
 - Led a diverse team of editors and videographers, fostering a collaborative and innovative work environment.
 - Initiated a mentorship program that developed junior staff's skills, leading to two team members receiving industry awards.
 - Enhanced the company's market position by integrating the latest virtual reality technologies into our video production workflow.

Video Production Specialist

Creative Horizons

- 09/2010 - 05/2014San Francisco, CA
- Produced high-quality corporate training videos that improved employee performance metrics by 15%.
 - Designed and executed a comprehensive rebranding video strategy, which increased company lead generation by 20%.
 - Managed vendor relationships to ensure timely delivery of outsourced components, reducing project delays by 50%.
 - Advised on best practices for video and social media, resulting in a 35% increase in content virality rates.

EDUCATION

Master of Fine Arts in Cinematography

American Film Institute

01/2008 - 01/2010Los Angeles, CA

Bachelor of Arts in Digital Filmmaking

New York Film Academy

01/2004 - 01/2008New York, NY

KEY ACHIEVEMENTS

- ☆

20% Viewership Increase

Directed a top-rated television series which led to a 20% increase in viewership due to innovative production methods.
- ♥

Project Turnaround Time Reduction

Initiated new processes that optimized workflows, reducing project turnaround times by a quarter.
- 🚩

Quadrennial Convention Lead Directing

Served as the lead director for an international sector's convention, coordinating the video strategy and execution.
- ☆

VR Integration in Production

Played a pivotal role in integrating virtual reality technology into the company's production workflow, enhancing storytelling.

SKILLS

- Video Editing

Creative Direction
- Multimedia Campaigns
- Budget Management
- Adobe Creative Cloud

Final Cut Pro

COURSES

- Advanced Video Editing Techniques

An intensive course on non-linear editing systems, provided by the Adobe Certified Training Center.
- Strategic Media Planning & Buying

Masterclass certification focusing on maximizing multi-platform video strategies, provided by the Digital Marketing Institute.

INTERESTS

- ✓

Emerging Video Technologies

Keen on exploring and integrating cutting-edge video technologies into production to push creative boundaries.
- 🧠

Mentorship in Multimedia Production

Passionate about training and mentoring the next generation of video production professionals.
- ☆

Advocacy Through Filmmaking

I find powerful storytelling as a medium for social change and labor movement advocacy deeply inspiring.

LANGUAGES

English
Native



Spanish
Advanced

