

# JIM ELLI

## Multimedia Creator/Editor & Video Production Specialist

**Contact Information:** - Portfolio Website: <https://multimedia-portfolio.netlify.app/> - Email: jim@visualvanguardmedia.com - Location: Saint Paul, MN - EST/CST Remote Available - Phone: 952-270-5165

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### PROFESSIONAL SUMMARY

Award-winning multimedia creator and video production specialist with **10+ years of experience** creating compelling visual narratives for diverse audiences and mission-driven organizations. Proven track record of delivering **150+ successful multimedia projects** with a **4.9/5 client satisfaction rating**. Expert in end-to-end video production, motion graphics, and podcast creation with demonstrated ability to increase audience engagement by **63%** through strategic storytelling and technical excellence.

**Key Strengths Aligned with Fundraise Up:** - Complete video production pipeline from concept to delivery - Advanced motion graphics and animation creation (After Effects) - Professional podcast production and audio engineering - Collaborative approach with internal teams and stakeholders - Strong storytelling abilities that drive engagement and conversion - Remote work expertise with proven project management skills

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### CORE COMPETENCIES

#### Video Production & Editing

- **End-to-End Production:** Conceptualization, shooting, editing, and delivery
- **Multi-Platform Content:** Social media, website, marketing campaigns optimization
- **Advanced Editing:** Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro expertise
- **Quality Assurance:** Broadcast-standard deliverables with efficient workflows

#### Motion Graphics & Animation

- **Adobe After Effects:** Custom animations, visual effects, and kinetic typography
- **Motion Design:** Brand animations, explainer graphics, and visual enhancement
- **Template Development:** Custom graphics packages for brand consistency

#### Audio Production & Podcast Creation

- **Podcast Production:** Complete workflow from recording to final delivery
- **Audio Engineering:** Professional dialogue cleanup, noise reduction, enhancement
- **Multi-track Editing:** Pro Tools, Adobe Audition, Logic Pro expertise

#### Technical Expertise

- **Production Equipment:** Professional cameras, lighting systems, audio recording gear
- **Creative Collaboration:** Cross-functional team coordination and project management

# PROFESSIONAL EXPERIENCE

## Founder & Lead Multimedia Creator | Visual Vanguard Media | 2020 - Present

**Comprehensive Multimedia Production:** - Successfully produced **150+ multimedia projects** across video, audio, and motion graphics - Managed complete production pipeline from concept development to final delivery - Achieved **4.9/5 client satisfaction rating** through exceptional creative vision and technical execution - Increased client audience engagement by average of **63%** through strategic content creation - Developed streamlined production workflows reducing delivery time by **40%**

**Notable Achievements Relevant to Fundraise Up:** - **Mission-Driven Content:** Created compelling documentary content for MintPress News, demonstrating ability to support organizations with important missions - **Conversion-Focused Videos:** Produced testimonial content for A. Parker's Garage Doors that became their "most effective marketing tool" - **Multi-Platform Campaigns:** Developed social media content series optimized for platform-specific engagement - **Brand Storytelling:** Crafted emotionally engaging short films that combine documentary and narrative elements - **Podcast Production:** Managed complete audio production workflow for long-form content (58+ minutes)

**Technical Leadership:** - Built custom After Effects templates and motion graphics libraries for consistent branding - Established professional audio production workflows with multi-track recording capabilities - Created organized digital asset management systems for efficient project delivery - Collaborated with diverse teams including journalists, business owners, and creative directors

## Senior Multimedia Producer & Editor | Independent Contractor | 2015 - 2020

**Key Achievements:** - Specialized in video production, editing, and audio content for mission-driven organizations - Maintained **98% client retention rate** through collaborative approach and technical excellence - Developed expertise in motion graphics and podcast production through continuous professional development - Built reputation for transforming complex organizational messages into accessible, engaging content

# PORTFOLIO HIGHLIGHTS

## 2025 Multimedia Production Reel - Comprehensive Showcase

- **Complete production pipeline** demonstrating advanced editing, color grading, motion graphics
- **Multi-platform optimization** for social media, web, and marketing campaigns
- **Professional cinematography** with visual effects integration

## MintPress News Documentary Series - Mission-Driven Content

- **Long-form interview production** with multi-camera coordination and professional lighting
- **Broadcast-standard quality** supporting important social causes
- **Client Testimonial:** "Technical quality elevated our content to broadcast standard"

## The Pay Off | Powerlifting Short Film - Creative Storytelling

- **Emotionally engaging narrative** combining documentary and creative elements
- **Advanced editing techniques** with custom motion graphics and sound design
- **Client Testimonial:** "Creative vision brought story to life beyond imagination"

## Podcast Production Series - Audio Content Creation

- **Complete workflow** for long-form content (58+ minutes)
- **Multi-track recording** with professional audio editing and enhancement
- **Platform optimization** for podcast distribution

## Social Media Campaign Series - Multi-Platform Content

- **High-energy content** with dynamic editing and motion graphics
- **Platform-specific optimization** increasing client engagement through strategic creation

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# TECHNICAL PROFICIENCIES

## Video Production & Editing Software

- **Adobe Premiere Pro:** Advanced editing, multi-cam, color correction
- **DaVinci Resolve:** Professional color grading and finishing
- **Final Cut Pro:** Efficient editing workflows and delivery
- **Adobe After Effects:** Motion graphics, animations, visual effects

## Audio Production & Podcast Tools

- **Adobe Audition:** Professional audio editing and enhancement
- **Pro Tools:** Multi-track recording and mixing
- **Logic Pro:** Music production and audio design
- **Podcast Workflows:** Complete production pipeline development

## Motion Graphics & Design

- **Adobe Photoshop:** Graphics creation and photo editing
- **Adobe Illustrator:** Vector graphics and brand elements
- **Brand Integration:** Seamless organizational branding incorporation

## Production Equipment & Technical Setup

- **Camera Systems:** Sony A7 IV, Sony FX30 (2x), Blackmagic professional cameras
- **Lighting Equipment:** Zhiyun 300W light, Godox 200W light, LED panel lighting kit
- **Audio Recording:** Sennheiser MKE 600, wireless microphone systems
- **Remote Capabilities:** High-performance workstation, professional storage, collaboration tools

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# ACHIEVEMENTS & METRICS

## Production Excellence

- **150+ completed multimedia projects** across diverse industries and organizations
- **4.9/5 average client satisfaction** rating through exceptional creative and technical delivery
- **98% client retention rate** demonstrating collaborative excellence and professional communication
- **40% faster delivery time** than industry standard while maintaining broadcast-quality standards

## Audience Impact

- **63% average increase** in client audience engagement through strategic multimedia content
- **500K+ total views** across all produced video content
- **Multiple testimonials** citing content as “most effective marketing tool”
- **Broadcast-standard quality** recognition from professional journalism organizations

## Technical Innovation

- **Complete production pipeline** management from conceptualization to final delivery
- **Custom workflow development** for efficient multimedia production
- **Professional equipment ownership** enabling immediate project deployment
- **Continuous technology adoption** staying current with industry trends and best practices

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# FUNDRAISE UP ALIGNMENT

## Mission-Driven Experience

Experience with organizations like MintPress News and mission-driven projects demonstrates understanding of how multimedia content supports important causes. Proven ability to create content that drives meaningful impact and measurable results.

## Complete Production Capabilities

- **End-to-End Production:** Plan, shoot, edit, and deliver broadcast-quality content
- **Motion Graphics Expertise:** Compelling animations enhancing organizational messaging
- **Audio Production:** Established podcast workflows supporting content expansion
- **Multi-Platform Optimization:** Social media, web, and marketing campaign expertise

## Remote Collaboration Excellence

- **5+ years remote project management** with diverse teams and stakeholders
- **4.9/5 client satisfaction rating** demonstrating exceptional collaboration
- **Up to 8 concurrent projects** managed successfully with strict deadlines

## Results-Driven Creative Vision

- **Storytelling expertise** transforming organizational missions into engaging narratives
- **Conversion-focused content** driving measurable audience action
- **Brand consistency** supporting organizational identity across campaigns
- **Broadcast-quality standards** reflecting professionalism of world-class organizations

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# EDUCATION & PROFESSIONAL DEVELOPMENT

**Equivalent Professional Experience:** 10+ years comprehensive multimedia production - Continuous professional development in emerging technologies and industry best practices - Self-directed learning in advanced motion graphics, color grading, and audio production - Industry conference participation and networking with multimedia professionals - Ongoing education in non-profit sector communication and fundraising best practices

## AVAILABILITY & COMPENSATION

**Immediate Availability:** Ready to begin contributing to Fundraise Up's mission immediately **Location:** EST/CST Remote work capabilities with professional home studio setup **Compensation Expectations:** Aligned with posted range (\$80K-\$90K base, \$90K-\$100K OTE) **Equipment Ready:** Complete professional multimedia production setup enabling immediate productivity

I'm excited about the opportunity to contribute to Fundraise Up's mission of revolutionizing online fundraising while creating compelling multimedia content that helps world-class organizations achieve their goals. My proven track record of producing engaging content that drives results, combined with my technical expertise and collaborative approach, makes me an ideal fit for your growing team.

**Portfolio:** [Your Portfolio URL] **Demo Reel:** Comprehensive multimedia showcase available for immediate review **References:** Professional references available upon request

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*This application showcases 10+ years of multimedia production experience, 150+ completed projects, and the complete skill set required for the Fundraise Up Multimedia Creator/Editor position, with proven remote work capabilities and mission-driven content expertise.*