

Professional Summary

Video Production | Video Post Production | Photography | Digital Marketing Specialist

Work History

Digital Marketing Specialist, 04/2015 to Current

McMillin LLC – San Diego, CA

- Designed and produced social media marketing initiatives for [McMillin LLC](#) and their projects: [1810 State Street](#) boutique apartments, [The Barracks Hotel](#), and [Liberty Station Hotels](#) (Hampton Inn & Suites, Embassy Suites Hotel, Town Place Suites by Marriott) [Instagram](#) & [Facebook](#) pages.
- Implemented content strategy and execution, overseeing all social media channels to promote McMillin LLC rebrand and increase project awareness for [The Barracks Hotel](#), [1810 State Street boutique apartments](#), and Liberty Station Hotels (Hampton Inn & Suites, Embassy Suites Hotel, Town Place Suites by Marriott).
- Created key Internet marketing collateral to promote and educate McMillin LLC direction through email campaigns, editorial publications, and social media.
- Implemented a digital content calendar across all social channels to ensure timely posting for photography & video.
- Implemented social media strategy and execution, producing all social media channels to promote brand and expand digital reach.
- Completely updated and redesigned a responsive website to enhance mobile functionality, user experience and online brand positioning for [McMillin LLC](#).
- Strengthened online branding initiatives by designing & developing responsive landing pages, monitoring and analyzing performance data, and identifying needed visual changes and improvements that maximize digital reach.
- Developed backend-tracking URLs to measure campaign results and determine ROI.
- Streamlined operational efficiencies by implementing photography and video content calendar strategies for Facebook and Instagram publishing, including Constant Contact email-marketing campaigns.
- Collaborated with external PR firms, as well as McMillin LLC executive leadership, to determine branding, product positioning and media messages.
- Leveraged digital production resources to design and create informative campaign deliverables, including e-mail newsletters, using photography and video.
- Software: Adobe Premier Pro CC, Adobe After Effects CC, Wordpress, Constant Contact, ScheduGram, Hootsuite, Adobe Lightroom 5 CC, Facebook Page Manager.
- Hardware: Cannon 5D Mark III camera sensor, Cannon EF 24mm- 105mm lens, Cannon EF 70mm-200mm lens, Cannon EF 100 macro IS, Manfrotto Pocket Dolley, DJI Osmo, DJI Inspire Pro, Berno S7 Fluid Head + Berno tripod, RODE lavalier microphone, Stellar Light Banks (4), Kino Flo light 4 bank flourescent, Arri Fresnel compact 3- light kit.

Creative Diector, 02/2015 to Current

RONZO POWER – San Diego, CA

- [Communicated](#) with factories in Shenzhen China, [Samsung battery](#), [product packaging](#), power charge cable and PCB motherboard.
- Outsourced portable battery production to factories in China and replaced the key internal power bank components - PCB motherboard and Li-Ion battery.
- Designed the *portable battery charger* [packaging](#) and manufactured & assembled in China.
- Coordinated and sourced [portable battery recharge cable](#) with [custom packaging](#) plant in China before shipping to U.S.A.
- Reviewed the financial aspects of product development, such as budgets, expenditures and research and development appropriations.
- Developed pricing strategies while balancing firm objectives with [customer satisfaction maximization](#).
- Initiated product warranty and shipping & returns policy.
- Coordinated the Shipping & Returns workflow and policy.
- Coordinated and [participated in promotional](#) activities and trade shows.

- Coordinated the art and graphics creation for effective merchandising.
- Identified value propositions and key messages for all of the company's marketing campaigns.
- Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Designed [customer branded vinyl wrap](#) for potable chargers to increase sales and develop a niche in market.
- Developed and implemented campaigns for email, online advertising, [print](#) and [editorial online review](#).
- Developed and tracked [social media sales campaign's](#) effectiveness and adjusted strategies accordingly.
- Software: Adobe Premier Pro CC, Adobe After Effects CC, Wordpress, ScheduGram, Hootsuite, Adobe Lightroom 5 CC, Facebook Page Manager.
- Hardware: Cannon 5D Mark III camera sensor, Cannon EF 24mm- 105mm lens, Cannon EF 70mm-200mm lens, Cannon EF 100 Macro IS, Sony FS 700 4K + Odyssey 7Q monitor/recorder, Manfrotto Pocket Dolley, Berno S7 Fluid Head + Berno tripod, Arri Fresnel compact 3- light kit.

Director of Photography , 01/2014 to 02/2015

MIND OVER EYE – Los Angeles, CA

- Photographed the high-quality images for both editorial print and Internet distribution.
- Shot custom content photographs for [RAM Trucks](#) and [Infiniti Q50s](#) in controlled studio, field and remote environments.
- Shot video for VFX live action, behind the scenes, live streaming video content for [Dodge Viper](#), [Hyundai Genesis](#), [Ram Trucks](#), and [Infiniti Q50s](#) in controlled studio, field and remote environments.
- Shot how-to-videos for Armor All - custom shield product and [Eastwood power tools](#).
- Set up and shape Fresnel and florescent.
- Software: Adobe Premier Pro CC, Adobe After Effects CC, Adobe Photoshop CC Wordpress, DaVinci Resolve 12, Adobe Lightroom 5 CC, Isilon S200.
- Hardware: Arri Alexa Ev + high speed camera package, Cannon EOS C500 4K, Black Magic production camera 4K, Sony FS 700 4K + Odyssey 7Q monitor/recorder, Cannon 5D Mark III camera sensor, Carl Zeiss compact prime CP.2 85mm, Carl Zeiss compact prime CP. 2 50mm, Carl Zeiss CP.2 35mm/T1.5 super sped EF, Cannon EF 24mm- 105mm lens, Cannon EF 70mm-200mm lens, Cannon EF 100 Macro IS, Manfrotto Pocket Dolley, Berno S7 Fluid Head + Berno tripod, Arri Fresnel compact 3- light kit, Kino Flo light 4 bank fluorescent, Arri Fresnel tungsten compact 3- light kit 1000W, Arri Studio T12, Arri T5 Location Fresnel 5000W.

Producer, 04/2011 to 12/2013

THE ENTHUSIAST NETWORK – Los Angeles, CA

- Produced short film documentaries, [editorial reviews](#), [editorial comparisons](#), [factory tours](#), [press launch](#) vehicle coverage, [internet live streaming broadcast](#), event [DVD](#), [non fiction shows](#).
- Shot video in controlled studio, field and remote environments.
- Winner of the Western Publishing Association –Maggie Awards “[Best use of Video in Editorial /Short Form/ Consume](#)”
- Software: AVID 5, Final Cut Pro 6, Adobe Premier Pro CC, Adobe After Effects CC, Adobe Lightroom 5 CC, Adobe Photoshop CC, DaVinci Resolve 10, Youtube live stream.
- Hardware: Sony EX-1 broadcast camera, Sony EX-3 broadcast camera, Sony FS700, Cannon 5D Mark III camera sensor, Cannon EF 24mm- 105mm lens, Cannon EF 70mm-200mm lens, Cannon EF 100 macro IS, Manfrotto Pocket Dolley, DJI Osmo, DJI Inspire Pro, Manfrotto MVH500AH Fluid Head + Mathews carbon fiber tripod, Sennheiser Evolution G3 EW 112-P wireless microphone, Sony ECM MS2 shotgun Microphone, Sony Stellar Light Banks (4), Kino Flo light 4 bank fluorescent lights, Arri Fresnel compact 3- light kit 1000W, Chimera F2X 10x30 light box, Cobra Crane 210049 Tracking Dolly, Mathews Doorway Dolly, Manfrotto video crane.

Graphic Art and Design , 03/2008 to 04/2011

McMillin Realty – Chula Vista, CA

- Created and resized the images for online and print marketing collateral.
- Designed wireframes and compositions for real estate [brokerage](#) and [agent](#) landing pages.
- Researched current and emerging art and graphic design technologies, such as, walk score, rate my neighborhood and iHomefinder API property search.
- Troubleshot page performance issues, SEO performance code incompatibilities and web imagery problems.
- Designed listing agent - client meeting, media decks and marketing collateral.
- Delivered production ready graphics in HTML and CSS for all marketing assets.
- Designed [advertisements](#), open house banners and signage from concept through completion.
- Collaborated with office branch managers on various web, mobile and tablet application interfaces.
- Edited existing PowerPoint slides to enhance internal sales meetings.

- Generated social media polls, contest and head shot photography for 56 real estate agents.
- Worked with real estate agents to determine [strategy and design](#) for annual marketing campaigns.
- Software: Final Cut Pro 6, Adobe Dreamweaver, Wordpress, Constant Contact, Hootsuite, Adobe Photoshop 3 CC.
- Hardware: Panasonic P2 camcorder, Nikon D80 DSLR, Stellar Light Bank, Manfrotto 10ft portable Green Screen.

E- Commerce Webmaster & Online Marketing , 11/2005 to 02/2008

S.K.G. Motorsports – Poway, CA

- Program and designed landing pages for online e-commerce website.
- Produced [product photography](#) for online e-commerce website.
- Designed and published email marketing & monthly newsletter.
- Produced [engaging lifestyle brand videos](#) and product installation videos.
- Edited video content for [SKG Youtube channel](#) & website.
- Filmed SKG branded content for SKG Youtube channel and website.
- Captured event photography and trade show coverage fro social media.
- Managed content and user engagement for social media platforms: Facebook, [Flick'r](#) and Myspace.
- Software: Adobe Dreamweaver, Wordpress, Adobe Flash CS3, Apple Final Cut Pro 6, Adobe Photoshop, Apple Compressor, Pinnacle Studio & Apple Motion.
- Hardware: Mac Book Pro, Cannon GL1 series mini DV camcorder, Sony Handycam.

Certifications

Moviola Digital Arts Institute, Hollywood, CA - **Filmmaking**

San Diego City College, San Diego, CA - **Radio & Television**