

Innovative and creative professional with a keen eye for detail and an extensive expertise in cinematography and photography. Driven and passionate team player who successfully delivers clear marketing messages to both B2C and B2B markets. A collaborative communicator continually focused on promoting consistent messaging and conveying a positive brand image. Analytical, utilizing data to gain emotional intelligence further increasing consumer engagement.

Areas of Expertise include:

- | | | |
|-------------------|-----------------------|----------------------|
| ✓ Cinematographer | ✓ Editor | ✓ Audio Professional |
| ✓ Photographer | ✓ Movi/Ronin Operator | ✓ Lighting Grip |

EXPERIENCE & NOTABLE CONTRIBUTIONS

NaturesPlus • Melville, NY • 2017-Present

SENIOR VIDEO PRODUCER/PHOTOGRAPHER (2018-PRESENT)

Establish a brand identity through media production to advance marketing initiatives. Produce captivating content for all marketing campaigns. Populate and maintain product images for all e-commerce and B2C sales.

KEY ACCOMPLISHMENTS:

- Video Producer/Product Photographer/ After Effects Animator
- Produce branded educational content for B2C markets
- Work closely with Marketing and Sales to maximize sale goals and brand exposure

KORG USA INC. • Melville, NY • 2012 to 2017

VIDEO PRODUCER/PHOTOGRAPHER (2012-2017)

Lead on all aspects of video and photography. Emphasize content that reinforces core branding of nine brands while increasing audience retention, engagement and loyalty. Collaborate with internal and external entities to construct videos and photographs for launches, while maintaining consistent messaging. Identified key trends to maximize consumer retention and drive brand positioning through the monitoring and tracking of analytics.

KEY ACCOMPLISHMENTS:

- Produced captivating videos that inspire and educate the consumer for both B2C and B2B markets
- Product and lifestyle photographer successfully capturing the brand and product highlight
- Managed all video collateral including archiving and organizing all video and photo content efficiently
- Collaborated with brand managers and other team members to uniquely identify the brands needs
- Established and maintained relationships with international marketing groups both in the UK and Japan
- Produced a live multi-camera production for NAMM including the management of a small production crew

Revel Film, Inc. • Hauppauge, NY • 2012-Present

CINEMATOGRAPHER/FOUNDER(2012-PRESENT)

Responsible for all aspects of the business from sales and marketing to client relations and final product. Maintain client database for future up-sell and collaborate with other vendors on larger productions.

KEY ACCOMPLISHMENTS:

- Head detailed orientated cinematographer, lighting grip and editor on all video shoots
- Create and manage all production and marketing budgets
- Video Production Manager on all live event and commercial shoots
- Manage and maintain branding throughout all social media outlets
- Movi and licensed drone operator

EDUCATION & TRAINING

BACHELOR OF ARTS, FILM PRODUCTION, HOFSTRA, 2012

Computer Proficiencies:

- | | | |
|-----------------|------------------------|---------------|
| ✓ Final Cut Pro | ✓ Adobe Creative Suite | ✓ Logic Pro X |
|-----------------|------------------------|---------------|