


KENNETH WILSON

VIDEOGRAPHER + EDITOR + MOTION +
COLOR

 (704) 299-0934

 kdwilson2@earthlink.net

 [linkedin.com/in/kdwilson2](https://www.linkedin.com/in/kdwilson2)

 www.kennethwilsondp.com



CREATIVE SUMMARY

Creative and innovative digital media specialist focusing on digital content marketing creation from concept to completion. Adept at crafting compelling narratives that resonate across diverse platforms, from broadcast production and social media platforms to corporate and promotional branding. Proven track record in orchestrating script-to-screen visual experiences with an emphasis on captivating storytelling. Leverages cutting-edge technology and AI to produce visual content that inspires and engages audiences with an evolving brand-marketing narrative.



SKILLS | CORE COMPETENCIES

VISUAL COMMUNICATION and CREATIVE DESIGN

- **Orchestrates dynamic visual content creation** of broadcast, commercial, social media, web, corporate, B2B, B2C, and promotional branding campaigns from preproduction, shooting video, through post-production with a dynamic approach to editing, animation, and motion design.
- **Focuses on visual storytelling and filmmaking to establish** a unique and relevant cinematic language with an eye for detail through composition, lighting, camera movement, and B Roll to captivate and inspire target genres.
- **Translates client branding** into original concepts, scriptwriting, and a detail oriented creative vision while staying up to date on latest design aesthetics, editing techniques, and trend, and production technology.
- **Leverages new and AI based technologies** based on innovative visuals to produce assets elevating all forms of video advertising media—social video, branding commercials, promotional videos, short and long form documentaries, and new media.
- **Bridges creative strategy** from business goals into tactically translating ideas to screen.
- **Crafts compelling projects** with captivating visuals, developing written concepts, interviewing participants, directing actors, and assisting in storyboarding design.

MANAGING CREATIVE PROCESSES

- **Choreographs, stages, and mounts** high-end cinematography/videography with precision, skill, style, passion, and efficiency.

- **Leads post-production video editing** overseeing review of rough cuts, take direction of polished videos, motion graphics, video codecs, compression, and raw footage storage.
- **Engages client and external audience** with insightful messaging, promoting brand consistency and creative inspiration from style guides and concept articulated through approval process.
- **Incorporates extensive technical knowledge** of modern digital video production gear, audio equipment operation, preventive maintenance, and inventory.
- **Manages and archives** the video asset library using physical drives and cloud-based architecture for versatile archive of digital media content workflow, utilizing MAMs, local array, and cloud-based applications for multi site conversion.

LEADING COLLABORATIVE TEAMS and PROJECT MANAGEMENT

- **Adopts, absorbs, promotes, and engages** in a collaborative company culture to inspire and motivate fresh, innovative, and unconventional concepts.
- **Demonstrates a resourceful and organizational approach** to creating a visual identity solution with passion, initiative, dependability, and efficiency.
- **Coordination with creative designers** to conceptualize, analyze, and execute elevated content production to achieve optimal visual and verbal communication reaching targeted audiences with a long term vision.
- **Prioritize strategic communications** and analytical problem-solving skills across an adaptable production process, production schedule, and feedback from clients.
- **Introduces and manages** project logistics and schedules, time management and budget parameters, handling multiple projects in a fast-paced, deadline-driven environment.
- **Works in partnership and with team members** addressing challenges in an ambitious, constructive, and a small team culture with rapidly shifting priorities and industry trends.



SKILLS | TECHNOLOGY and PROFICIENCIES

- **Adobe Creative Cloud:** Adobe Premiere Pro, Adobe After Effects, Media Encoder, Bridge, Audition, Photoshop, Illustrator, Lightroom, and Indesign.
- **Advanced Editing Software:** Davinci Resolve, Avid Media Composer, Final Cut Pro, Frame.io, Camtasia, Youtube, and niche animation software.
- **Operating Systems and Office Software:** Expert with MAC OS, and PC/Windows, Microsoft, Office, G-Suite, Mondays, PowerPoint, Keynote, and trending AI software.
- **Creative Work Expertise:** Meticulously executes color correction, color grading, audio editing, sound design, music selection, voice-over, SFX, typography, titling, subtitles, and dynamic 3D and 2D animation, rotoscoping, and motion graphic design.
- **Videography and Video Cameras Operation:** Skillfully versed with Arri ALEXA, RED/EPIC/ DRAGON/KOMODO, SONY F-Series, Alpha Series, FX-Series,3, AS-series, Panasonic Varicam/LT, CANON 1D,5D,C100/300/500, DSLR, Mirrorless Format, Aerial Drone Operations.
- **Lighting:** Masterful and highly experienced on-location and studio lighting using industry standard equipment procedures.

- **Still Photography:** Provides artistic innovation and professional still image production into creative photo journalist projects, demonstrating proficiency in photo portfolio editing using Adobe Photoshop and Creative Cloud applications.



EXPERIENCE

VIDEOGRAPHER AND EDITOR | CREATIVE CIRCLE 2020—

- **Produced, directed, and edited** impactful commercial videos, testimonials, case studies, and multimedia projects for Fortune 500 organizations, resulting in a 20% increase in brand awareness and a 15% boost in customer UI engagement.
- **Assembled large-scale external** communication content strategies, achieving measurable growth for clients such as JP Morgan, Lexus, Toyota, and The Body Shop.
- **Provided conceptual and editorial direction** to promote product messaging within strategic marketing envelope presentations and emerging media trends.

SENIOR VIDEO EDITOR | GLOBAL KNOWLEDGE 2018-2019

- **Established an in-house department** capable of autonomous creative services video production from pre-production through post, including editorial finishing, audio mixing, color-grading, web-integration, and distribution.
- **Orchestrated end-to-end delivery** of over 100 technical subject matter and application training video content, expanding international outreach to IT professionals, resulted in a 40% increase in websites traffic and 25% growth in lead generation.
- **Simultaneously produced** over 150 live broadcast, live production, streaming, and pre-recorded corporate training videos for information technologies, cybersecurity operations, and Azure training events.
- **Introduced original concepts** and strategic projects for internal communications specific to client input to achieve online marketing goals.

BRIGHTER THAN LIGHT | FREELANCE VIDEOGRAPHER + EDITOR 2001-2019

- **Videographer and Editor** of commercial productions for clients including Lowes, Home Depot, IBM, LG, ATP, Hilton, Sony, John Deere, Clean, and Wells Fargo.
- **Television credits include** Discovery Channel, History Channel, PBS, CMT, TLC, Outdoor Channel, Nascar, BBC, W-E, VH-1, BET, MTV, Weather Channel, and broadcast journalism.
- **Videographer and Editor** for promotional marketing campaigns for Hanes Brands, Champion, Belks, Home Depot, Lowes, LG, IBM, SAS, Sony, ATP, First National Bank, John Deere, Hilton Hotels, and Wells Fargo.

DIRECTOR AND VIDEOGRAPHER | CENTERLINE DIGITAL 2016

- **Developed brand messaging**, positioning, and web copy to help clients evolve brands, focusing on audience needs and brand strengths, offering constructive feedback and strategic planning.

- **Lead agency and marketing teams** towards innovative solutions to meet Fortune clients' executive messaging and digital content needs within a creative agency setting.
- **Integrated pre-through-post production** of high-level video productions of B2B and B2C for enterprise brands including IBM, ADP, and Sony.

VIDEOGRAPHER AND EDITOR | THE GILDER FRONTIER 2009-2016

- **Script-to-Screen origination and production** of commercial spot campaigns for Hanes Brands/Champion Sports, Salem College healthcare, NC Visitor's Center, and Juvenile Diabetes Research Community Engagement.
- **Produced, shot, and edited** a 2-year ad campaign for Champion Sports/Hanes Brands, twice climbing Mt. Everest, promoting product launch for new adventure sportswear and lifestyle apparel.
- **Formed and executed** logistical plans that enabled film and video productions to stay on budget and on time while cutting costs up to 20% through vendors' negotiation.
- **Managed the entire on-set supervisory** of film and video productions, recruiting, hiring 5-20 people, and responsible for directly managing a crew of 5-10 on film and commercial productions.



EDUCATION

BFA, FILM PRODUCTION | UNC School of the Arts. (UNCSA)
School of Filmmaking
4 year filmmaking conservatory