

Jeffrey Drake

Video Editor

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SUMMARY

A versatile and creative storyteller with extensive hands-on experience creating digital content for marketing, advertising and corporate communications. Proven customer-facing career telling compelling stories internally and externally, achieving strategic messaging objectives supporting communications team and organizational leaders. Delivers exceptional customer satisfaction producing high-quality video productions from initial creative strategy to final approval, collaborating with stakeholders, incorporating constructive feedback and managing vendors. The next progression in my career is to leverage my experience as a professional communicator and storyteller to lead a video production team in a fast-paced, high-volume production environment.

INDUSTRY STRENGTHS

- Interprets communication strategy, turning creative briefs or storyboards into visual stories
- Advanced operator video editing software, including motion design, color grading and audio
- Well-organized and detail-oriented project and file management
- Adaptable to changing project requirements and able to manage multiple projects simultaneously
- Committed to taking ownership of project outcomes while collaborating with cross-functional team
- Attention to detail/time management to ensure content is completed on-time, on-budget to brand guidelines
- Strong organizational skills with the ability to work independently, apply analytical skills and think creatively

TECHNICAL SKILLS

- Adobe Premiere Pro, After Effects, Audition, Photoshop; DaVinci Resolve; Avid Media Composer
- Full Knowledge of broadcast and digital standards, technical specs and video formats
- Content creation for digital delivery including broadcast, streaming, social media platforms
- Project Management Tools – Monday.com, Frame I/O, Workfront
- Operating Systems - Apple MacOS, Microsoft Windows
- Communication/Business applications - Google Apps, Microsoft Suite

PROFESSIONAL EXPERIENCE

Editor/Producer

DRAKE EDITS LLC

Charlotte, North Carolina

06/2012 to present

Entrepreneurial video content creation for global companies such as Ally Bank, Bank of America and NASCAR as well as non-profits and educational institutions. Self-directed with ability to collaborate to write, film, edit and oversee video studio and location projects and create motion graphics. Hires, manages and collaborates with external creative partners as project scope and budgeting dictates.

- Saved Ally Marketing Department \$55,000 per year with one proof-of-concept
- Translates complex concepts into creative solutions that appeal to a wide audience
- Customizes After Effects animation templates
- Sources and maintains organized digital asset archives for multiple clients

Senior Editor/Team Leader
MILLS JAMES PRODUCTIONS
Columbus, Ohio
01/2008 to 06/2012

Lead editor and manager of post-production team producing television ads for Toyota, supporting automotive dealer groups in ten states. Detail oriented role of relationship management between company leadership, agency client and creative team. Flexible decision making to work well under pressure, delivering fast turnarounds and high accuracy.

- Collaborated with agency creative directors on the visual design of over 100 commercials per year
- Prioritize tasks and allocate team resources effectively to achieve post-production goals
- Expanded client/vendor relationship, increasing annual billings 30%, upwards of \$1.3 million
- Streamlined post-production workflows and operating procedures to gain maximum efficiency

Avid Editor
MILLS JAMES PRODUCTIONS
10/2005 to 01/2008

Recognized leader and collaborator in creative video production agency specializing in advertising and marketing videos, live events and corporate communication.

- Improved sales training programs, meeting learning objectives for brands such as Victoria's Secret, Bath & Body Works
- Inspired healthcare and retail professionals with uplifting award videos at corporate meetings
- Elevated staff's understanding of industry challenges by presenting technical discussion and review
- Trusted expert resource for quality assurance, technical guidance and answering questions

Editor/Producer
FREELANCE
04/1998 to 10/2005

Produced, mixed sound and edited video for national brands such as Honda of America Mfg., Limited Brands and Wendy's International including internal communications, marketing, operations training, team building, meeting support, fund raising, broadcasts and commercials.

- Awarded Dave's MBA by The Wendy's Company for exemplifying the values of Dave Thomas
- Created and maintained digital content library of video assets featuring Wendy's founder Dave Thomas resulting in preservation of his legacy within the company's culture
- Filming of training videos and product demonstrations, capturing/importing media, organizing raw footage, video editing, audio mixing, sound design, scripting, creating and inserting static and motion graphics, typography, graphic design, visual effects, adding music/voice-over/sound effects, consulting, media management and archiving project media

EDUCATION
Bachelor of Arts: Communication, video and film production
The Ohio State University

Certificate in Digital Marketing: Customer Engagement, Social Media, Planning & Advanced Analytics
Columbia Business School Executive Education, March 2021