

CONTACT INFO



<https://www.linkedin.com/in/prestondanford/>



prestondanford.com



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(916)-812-0005



EDUCATION

Sept. 2015-
June 2017



UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATIONS

B.A. Advertising | Business Minor

Eugene, OR



WORK EXPERIENCE

July 2020
Present



VIDEOGRAPHER & EDITOR

SportRx

San Diego, CA

Lead Videographer for 50k subscriber YouTube and e-commerce channel creating product videos for major brands such as Oakley, Ray-Ban, Maui Jim and Nike.

Responsible for filming & lighting in-studio A-roll and action sports B-roll (skiing, mountain biking, motocross, etc.)

Maintains, Organizes, and Utilizes a fleet of Sony A7 SIII's, Zeiss & Sigma lenses, DJI stabilizers & drones (Part-107 License Certified).

Edits long-form and short-form projects utilizing the contemporary workflow of Adobe Premiere, Adobe After Effects, and DaVinci Resolve.

Worked in conjunction with President and Vice President to design and implement live event coverage of industry awards show (The Rexys) for marketing, advertising, and creative leads of largest eyewear companies in the U.S.

Led studio lighting, rigging, shot composition, and audio capture on major client projects and creative requests.

Feb 2020
June 2020



ASSISTANT COLORIST

Company 3

Los Angeles, CA

Responsible for rendering final deliveries (IMF's, VAM's, Tiff sequences, etc.) to national distributors such as Hulu, Netflix, HBO and CBS.

Color-traced from remote projects across the country using CDLs, EDLs and timeline corrections.

Professional experience using DaVinci Resolve to re-conform network projects into multitude of formats, including; MOV, H264, DNxHD, MXF, TIFF, and DPX file types.

Re-conformed projects in Avid Media Composer, including bin creation for MXF files and patch and re-wrap work for network TV.

August 2019
November 2019



VIDEOGRAPHER & EDITOR

Rocky Kanaka

Los Angeles, CA

Managed pet-based YouTube account with 1.26 million subscribers.

Responsible for filming, editing, and releasing all videos within a 2-week period. Contributed creative ideas for audience expansion, SEO, and philanthropic success.

March 2018
March 2019



VIDEO EDITOR & PRODUCTION ASSISTANT

Impact Creative

Santa Cruz, CA

Responsible for content creation and oversight of internal website, social media, and YouTube accounts.

Operated warehouse lift to maintain studio space with 30 foot Cyc wall. Responsible for rigging lights, prepping two RED Weapons, operating 2nd cam and capturing audio using Sennheiser shotguns/lavs.

Strategized with major Bay Area clients such as Cisco, Seagate, and The Monterey Bay Aquarium to develop video-centric advertising campaigns.

Edited client projects using Adobe Premiere, After Effects, DaVinci Resolve, and other professional software.



PERSONAL PROJECTS

July 2013



LEAD PEDIATRIC DENTAL HYGIENE PROGRAM IN HAITI

La Gonave, Haiti

Performed thorough examinations on more than 60 children in the village of Source Phillipe.

Led a team of 3 while being personally responsible for scaling the teeth of every child in the clinic.

Led instruction seminars on the importance of oral care to the individuals of the village.



SKILLS

Premiere

After Effects

Davinci Resolve

Final Cut Pro

Indesign

Illustrator

Keynote

G Suite