



PRESTON DANFORD

Videographer and Editor

As an accomplished surfer, dedicated yoga instructor, and seasoned professional musician, I have honed the art of remaining composed in high-pressure situations. My profound love for visual storytelling is matched only by my unwavering commitment to connecting with audiences and fostering empathy and growth, both in my professional and personal endeavors.

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1188 Turquoise Street
San Diego, CA 92109

EDUCATION

B.A. Advertising | Business
University of Oregon
2017

EXPERTISE

Premiere Pro

After Effects

DaVinci Resolve

Photoshop

Illustrator

G Suite

Client Operations

Team Management

Project Management

WORK EXPERIENCE

2022 - 2023

Kami | Auckland, New Zealand
Video Production Lead

Travelled weekly filming education-based content nationwide.

Designed and built a videography studio in Auckland, New Zealand. Curated equipment and managed architects to design the space, then flew to New Zealand for final build and initial filming.

Worked with overseas editors to establish working practices and execute projects ranging from single subject interviews to 8-person round table discussions.

Managed team members to organize video shoots in Florida, California, New York, Chicago and other major cities.

2020 - 2021

SportRx | San Diego, CA
Videographer and Editor

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 and lighting in-studio A-roll and action sports b-roll (skiing, mountain biking, motocross, etc.)

Organized and maintained a fleet of Sony A7 Siii's, Zeiss lenses, DJI Stabilizers and Drones (Part-107 Licensed).

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

Worked in conjunction with President and Vice President to design and implement live event coverage of industry awards show featuring some of the largest eyewear companies in the U.S.

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

2020

Company 3 | Los Angeles, CA
Assistant Colorist

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 CDL's, EDL's 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 television.

2018 - 2019

Impact Creative | Santa Cruz, CA
Video Editor and Production Assistant

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

Maintained and organized studio space with 30ft x 30ft cyclorama. Responsible for prepping two RED Weapons, rigging Aputure lights, capturing audio using Sennheiser microphones, and operating 2nd cam when needed.

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

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