

Adan Gonzalez

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Videographer | Video Editor | Video Producer

Creative, logical professional with a passion for storytelling. Work collaboratively with a creative team to identify the vision for a project, plan all production aspects, and generate video content that adds value to the end user. Highly organized and detail oriented; manage multiple projects simultaneously working on tight deadlines. Enjoy learning new skills and staying up to date on the latest industry standard video codecs and social media video trends. Resourceful problem solver with critical thinking skills. Proficient in English and Spanish.

Areas of Expertise

Editing & Post-Production | Cinematography & Lighting | Adobe Creative Cloud Expertise | Motion Graphic Design | Storytelling

Manage & Archive Media Assets | Green Screen Experience | Audio Post-Production | Gaming Industry
Social Media & YouTube Content | Non-Linear Editing | Onset Production | Color Correction | Script Writing

Technical Toolbox

Software: Adobe Creative Suite (Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Photoshop CC, Lightroom, Adobe Audition CC), Red Giant Suite, Davinci Resolve Studio, Final Cut Pro X, Cinema 4D

Hardware: Sony A Series Cameras, DJI Ronin Gimbal, Blackmagic Cameras, Panasonic Cameras, Tascam Audio Recorder

Professional Experience

Videographer/Editor | European Wax Center, Hallandale, FL 2017–Present

Member of 3-person team that produces a variety of tools for this company with 750+ franchisee- and company-owned centers throughout the U.S. Products created include e-learning modules, infographic videos, streaming videos, and internal content. Manage entire process from creative meeting through production, filming, editing, review, reshoots, and edits. Compile shot lists, create graphics and animation, develop training content to keep end users engaged, and collaborate cross-functionally during various phases of projects.

- Completed projects 25% faster by creating a template for *Strut Talk* project that facilitates the editing process by placing all assets used in every show into one file. This user-friendly file can also be used by other team members to produce the show.
- Streamlined daily production scheduling by recommending Smartsheets to track projects vs. sharing an Excel spreadsheet.
- Produced product and customer-focused videos in collaboration with other creative teams

Project Work

- Lead videographer and editor for weekly informational program, *Strut Talk*, that conveys topics, trends, and techniques to personnel at all centers. Rotate on-screen talent ensuring a consistent tone, energy, and content.
- Elevated the production value of highlight reel of annual conference by creating a more efficient shot list and shooting location based on company goals. Took the lead to create a high-quality video that was used by CEO to promote the company to investors.
- Partnered with technology team to create a motion graphics video that featured renderings and mock websites of new intranet platform that was in planning stages. Video debuted at annual conference generating excitement for the platform. Mockup video later assisted the tech team with production of actual platform.
- Created brand ambassador package of vertical videos for Instagram story posts; handled set-ups, shot video, and produced the final project.

Designer, Media Production | Office Depot, Boca Raton, FL | 2016–2017

Wrote, produced, shot, edited, and delivered projects to internal clients. Supervised and coordinated work of camera, lighting, design, and sound crew members. Discussed educational material with business partners to develop training videos used in stores across the U.S. and internationally. Managed multiple projects with time sensitive deadlines.

Barista Trainer | Starbucks, Fort Lauderdale, FL | 2014–2016

Assisted customers by taking orders and processing payments; ordered, received, and stocked supplies and products; cleaned and sanitized work areas and equipment.

Education

Bachelor of Science in Digital Filmmaking and Video Production

The Art Institute of Fort Lauderdale

Warm Coffee, short film produced as thesis project | 2015–2016

- Management activities included budgeting, scheduling, planning, and marketing.
- Prepared operational reports, distributed rehearsal call sheets and script copies, and arranged for rehearsal quarters.
- Supervised and coordinated the work of camera, lighting, design, and sound crew members.
- Identified and approved equipment and elements required for productions, such as scenery, lights, props, costumes, choreography, and music.

Care Package, short film produced as part of class project | 2015–2016

- Operated zoom lenses, changing images according to specifications and rehearsal instructions.
- Conferred with directors, sound and lighting technicians, electricians, and other crew members to discuss assignments and determine filming sequences, desired effects, camera movements, and lighting requirements.