

# CHRIS CURL

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## VIDEO PRODUCER/DIRECTOR/CREATIVE LEAD

Driven Producer, Director and general Creative Lead with over 20 years of experience in marketing creative and over 8 years in Video Production. Possesses the complete skillset to generate creative ideas and translate them into effective deliverables. A problem solver that has worked with dozens of national brands to complete projects on-time and on-budget.

## CAREER EXPERIENCE

### Producer

#### *FloSports*

**2016-2018**

Produced and directed documentary-style branded athlete profiles, product-focused branded content, athlete workouts and event highlights in conjunction with national brands like Adidas, Saucony, Brooks and HOKA.

- Lead and scheduled all production aspects from concept to post-production on shoots across the United States.
- Worked with sales team to ensure branding compliance and that budget and timelines were met.
- Found, managed and directed crew as dictated by budget and concept needs.
- Conducted interviews and ensured that schedules were adhered to when in the field.
- Served as one-man band on shoots when dictated by budgets.

### Videographer

#### *Vista Outdoor*

**2015-2016**

As part of internal marketing department for the Federal Premium division of Vista Outdoor, managed the production of commercials, product videos and other video assets for broadcast, web and trade show use. Held various roles which included conceiving, writing, producing, directing, shooting, editing and managing outside vendor relationships.

### Senior Art Director

#### *Somnio Solutions*

**2012-2014**

Project lead on B2B motion graphics and live action video assets for Fortune 500 technology companies including IBM, HP, Cisco and Dell. Animation asset duties included conceiving, storyboards, art direction, client presentation and final animation. Video Production duties included conceiving, scheduling, shooting, directing vendors, conducting interviews and editing.

## PREVIOUS CAREER EXPERIENCE

Senior Designer / *NAKA Media Design* / 2011

Interactive Director / *O'Brien et al. Advertising* / 2004-2011

Interactive Director / *Waters Advertising* / 2001-2004

IT Consultant / *Metro Information Services* / 2000-2001

Web Designer / *Pilotonline.com* / 1999-2000

Production Artist / *HCD Advertising* / 1998

Web Designer / *iTRiBE* / 1997-1998

## EDUCATION

### **BFA - Fine Arts: Graphic Design**

*Old Dominion University*

1998