

ANTHONY COOK

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HIGHLY EXPERIENCED VIDEO, PHOTOGRAPHY & GRAPHICS PRODUCTION SPECIALIST

Award-winning record of achievement as a videographer, program producer, photographer, and graphic design specialist. Consistent history of delivering projects on time and within budget, achieving revenue growth for advertising partners and clients, and maximizing visibility. Exceptional success in the filming, editing, and production of broadcast commercials, talk shows, reality TV episodes, and promotional documentaries. Excellent technical, leadership, and problem solving skills.

- ▶ 2 Gold Marcom awards (2017), W3 Silver Award (2017), Weddingwire Couples' Choice Award (2018).
- ▶ Produced more than 200 talk shows, 400 corporate videos, and 43 podcasts since 2017.
- ▶ Carried out camera, production, and story production functions for major television programs, including American's Got Talent, True Life, Cold Justice, Arranged, Grill Iron, and The Profit.
- ▶ Portfolio/Demo Reel: www.coffeeandcamera.net/mypersonalportfolio

Core Competencies:

Video Production – Graphic Design – Strategic Planning – Multimedia Production – Project Management
Photography – Content Development – Social Media Marketing – Digital Marketing – Conceptualization
Website Management – Campaign Development – Data Management – Branding – Scheduling – Logistics

CAREER HIGHLIGHTS

- Fulfilled 100% of projects on time and within budget for America's Commercial Real Estate Show.
- Completed more than 50 video productions and photoshoots in 15 months with Coffee & Camera.
- Improved unique email click through rate 550% and average click through 200%.
- Reduced email spam risk from 75% to zero through procedural changes.
- Increased overall media impressions 75% and web video/podcast audience 22%.
- Interviewed more than 20 celebrities, executives, and developers for IMI Worldwide Properties.
- Created more than 1,300 3-minute videos (live and recorded) for His Radio. Segments included interviews with radio and entertainment personalities and radio artist.
- Achieved a 93 grade on FAA part 107 aeronautical knowledge exam for sUAS RPIC flight operations.
- Produced numerous videos that went viral including millions of viewers.

PROFESSIONAL EXPERIENCE

SALEM MEDIA GROUP, Atlanta, GA

2018 – Present

Multimedia Producer, StudioPLUS

Oversee all aspects of a multi-media talk show for radio programmers. Responsible for creative functions, guest coordination, studio design, video production, content development, branding, marketing, studio management, and social media. Administer show budgets up to \$100,000 per year. Create sales-oriented content. Produce motion and still graphics, audio, and manage analytics.

- Designed and developed \$200,000 A/V studio to function for radio broadcast and video operations.
- Grew programmer sales \$6,000 per month.
- Enhanced efficiency by streamlining the studio production workflow system.
- Effectively manage online media distribution outlets and social media.
- Produce audio/ video at top corporate events and direct remote video shoots.
- Received corporate recognition for StudioPLUS as most innovative and profitable company project.

COFFEE & CAMERA, Atlanta, GA

2017 – Present

Founder / Producer

Launched and manage a company specializing in video production, photography, and graphic design for individuals and businesses.

- Projects included real estate photography, corporate functions, TV documentaries, lifestyle events, graphic design work, aerial imaging, and more.
- Recognized with 100% customer satisfaction rating and consistent business growth.

BULL REALTY, Atlanta, GA

2016 – 2018

Producer, America's Commercial Real Estate Show

Oversaw the management, production, and publishing of more than 200 shows and podcasts for highly popular commercial real estate show.

- Produced in a \$1M professional studio with cinema and live broadcast technology.
- Administered show budgets up to \$350,000 per year.

IMI WORLDWIDE PROPERTIES, Greenville, SC

2016 – 2018

Associate Producer

Provided domestic and international onsite drone video production and photo shoots for this company that specializes in promotional videos and photography for luxury properties around the world. Filmed and produced mini-documentary promotional videos to highlight properties' services offered. Responsible for equipment, lighting, filming/photography, production, talent direction, editing, and graphics.

- Completed promotional videos for Ritz-Carlton, The Four Seasons, Del Mar Estate, and more.
- Recognized for generating numerous business leads for luxury resorts.

HIS RADIO, Greenville, SC

2015 – 2017

Associate Producer

Co-produced editorial video and graphics for a prominent radio station that broadcast throughout SC, GA, and NC. Maintained studio, created graphics, and performed media and content distribution as a master control operator. Operated video switcher board live broadcasting show content.

- Maintained approximately 1,000 views per video.

ANTHONY COOK, Greenville, SC/Atlanta, GA

2014 – 2016

Freelance Production & Camera Assistant

Served as a Camera Assistant, Production Assistant, and Story Associate Producer on locally filmed episodes of major reality television, documentary, and entertainment programs.

CAREER NOTES: Additionally held Lead **Videographer** and **Photographer** roles with BYDESIGN FILMS, COMPLETE GREENVILLE, and HOMEJAB, performing on-site and drone-based videography and photography for property advertisements and wedding services companies.

EDUCATION

BA in Communication, concentration in Graphic Design and Public Relations, Anderson University, SC

ADDITIONAL INFORMATION

Computers: MS Office, Premiere CC, Photoshop CC, Illustrator CC, Lightroom CC, After Effects CC, Audition CC, Final Cut Pro X, WordPress, Wix, Constant Contact, Celtx, DaVinci Resolve

Equipment: Canon C and Sony FS cinema cameras, DSLRs, audio recorders, 360 VR cameras, Ronin, DJI drones, Soundcraft RM105, Newtek Tricaster TC450, Black Magic ATEM Switcher, Wacom Intuous Pro