

# ADAM MCFADDIN BALLARD

DIRECTOR  
CREATIVE PRODUCER  
EDITOR

## SKILLS

- Expert knowledge of Adobe Premiere Pro CC
- Premier Pro editor for multiple commercials, documentary and feature film projects
- Ability to quickly troubleshoot technical issues with editing software and equipment
- Ability to color correct and mix audio levels
- Understanding of digital workflows and file-based delivery
- Sound editing techniques

## SCHOOLS ATTENDED

**Art Center College of Design**

BFA, Film

## PERSONAL SUMMARY

I am a Digital Content Producer, Director and Editor with an extraordinary eye for detail. I am well versed in all aspects of video production and post-production. I have the proven ability to handle a variety of simultaneous projects with a quick turnaround. I am a great team leader and player.

## WORK HISTORY

### Director/Producer/Editor

NuFACE | January 2020 - Present-Remote

- Director/Producer/Editor of multiple commercial campaigns brand videos and social platforms
- Created, directed and edited "2020" campaigns:
- NuFACE Fix, NuFACE Body
- Responsible for content development, project budgeting and navigation of a strong production strategy
- Crafted creative concept decks and storyboard decks for AD campaigns. Paid media and social platforms

### Creative Producer/Editor

NYX Professional Makeup | November 2018 - January 2020

- Director/Producer/Editor of multiple Commercial campaigns, brand videos and social platforms
- Re-branded "Master Class-Meet the Masters" series increasing YouTube views by forty-two percent
- Created, directed and edited multiple "2019" campaigns:
- Bare With Me, Love Lust Disco, Dazed & Diffused, High Gloss, Shout Loud, Epic Wear, Sabrina (Netflix/NYX Collaboration-2020)
- Responsible for content development, project budgeting and navigation of a strong production strategy
- Crafted creative concept decks and storyboard decks for AD campaigns. Paid media and social platforms
- Lead production strategy with the social and content teams to create and manage global content calendars
- Project managed multiple shoots, hire/manage freelance teams, and hold production and execution deadlines
- Post Production supervisor managing 3-5 editors at a time

### Creative Content Producer Director / Videographer / Editor

Solid Gold Creative | January 2012 - November 2018

- Conceptualized, developed and executed film and video content for various client needs and storytelling platforms
- Wrote creative scripts for seasonal campaigns and social media platforms
- Executed same day shots and final product edits of videos
- Conducted production meetings with staff and crew to discuss progress and ensure all production objectives were met accordingly
- Post Production Premiere Editor - various projects including commercials, sizzles, social media content, corporate training and BTS
- Clients included-Tilly's, Murad, Dermalogica, Yuni Beauty, Rachel Pally, Claris

### Producer/Videographer / Editor

Freelance | January 2007 - December 2011

- Clients included-BET, Tilly's, NBC Universal, E! Entertainment, Honda, Vimby, Muse Agency

## CONTACT INFORMATION

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