

# Callie Boyd

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## AREAS OF EXPERTISE

- |                 |                   |                |
|-----------------|-------------------|----------------|
| • Editing       | • Directing       | • Social Media |
| • Producing     | • Cinematography  | • Concepting   |
| • Communication | • Problem Solving | • Pitching     |

## PROFESSIONAL EXPERIENCE

*Louisiana State University - Baton Rouge, Louisiana*

### **Video Producer**

**January 2025 – Present**

- Create high-quality multimedia content that upholds the university's brand standards and storytelling principles across various platforms, while staying updated on industry trends and emerging technologies
  - Content will feature on LSU's YouTube channel, social media, podcasts, and local and national television
- Collaborate with the communications team, graphic designers, writers, and university departments to integrate video content into comprehensive communication strategies for distribution
- Operate professional video equipment
  - Sony cameras, Adobe Premiere Pro, and DJI products
- Coordinate production schedules with the storytelling team, as well as talent and internal clients
- Maintaining the video department's equipment and content library
  - Both physical assets and online storage facilities
- Overseeing student workers
  - Demonstrate the entire video production process, reinforce skills with equipment and software, and empower them to take on leadership of their own video projects

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*New Life Church - Colorado Springs, Colorado*

### **Assistant Filmmaker**

**January 2021 – January 2025**

- Create video content for Instagram, Facebook, YouTube, in-room, or website needs
  - Film and edit event promotions, talking head invitations, bumpers, countdowns, and video announcements
- Document events by capturing video BROLL and produce comprehensive recaps using footage and acquired musical assets
  - Assist in the setup and teardown of event elements such as table setting, lobby dressing, and photobooth construction
- Produce and direct video shoots with a small team of filmmakers
  - Scheduling planning meetings and shoots, coordinating talent and crew, wrangling equipment, scouting and securing locations, operating a camera, and live audio mixing
- Conceptualize and pitch themes for major events
  - Construct visual aids such as storyboards, PowerPoints, and rough scripts for video direction

- Create mood boards, example graphic packages, and color palettes for graphic design direction
  - Set up and tear down sets and equipment for both studio and other filming environments
  - Animate flying titles, bumpers, and other promotional content with provided assets
  - Edit, render, and send clients' video content promptly
  - Communicate cross-departmentally with multiple clients to initiate projects, assist in the production of said projects, and deliver the final assets
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### ***Video Technician***

***August 2019 – January 2021***

- Assisted in the production of live services
    - Producing and running content for screens, live camera switching, and operating a broadcast camera for both in-room and online service experiences
  - Assisted in the creation of videos for social media and weekend services
    - Edit sermon and event recaps, worship moments, and in-service bumpers
  - Regularly maintained and repaired production equipment
  - Uploaded and regulated content in the online video archive
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### ***Production Video and Creative Assistant***

***February 2019 – August 2019***

- Operated a broadcast camera and produced in-room content during weekend services
  - Assisted in the implementation of new video systems
    - Installing new video service lines, building and formatting LED walls, and formatting new camera systems
  - Edited short clips from recorded services for social media
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## **EDUCATION**

*The University of Colorado Colorado Springs - 2022*

**Bachelor of Innovation, Digital Filmmaking**

3.8 GPA, Outstanding Graduating Student

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## **TECHNICAL SKILLS AND TRAINING**

Adobe Creative Cloud, Davinci Resolve, Microsoft Office Suite, Apple OS, Aputure Products, DJI Products, Sony Alpha Series Cameras, Sony FX Series Cameras, Black Magic Camera Systems