

# 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

*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

### **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