

# BRENT BAYLESS

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## Video Production / Marketing Strategy / Project Lead

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*Video Production Specialist with 10 years of professional experience in marketing strategy, technical execution and project management, including web videos, corporate marketing videos, commercials, short films and documentaries.*

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**Portfolio:** [www.BrentBayless.com](http://www.BrentBayless.com)

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### Expertise

- HD Video Shooting, Editing and Media Management
- Graphic Design, Motion Graphics and Green Screen
- Budgeting and Scheduling
- Team Management Experience
- Encoding for Web, DVD and Broadcast
- Audio Recording and Mixing / Sound Design
- Script Writing and Editing
- Brand Strategy

### Achievements

- Successfully formed and operated a Marketing Consulting and Video Production Company
- Launched and outfitted professional in-house video & photography studios on 4 separate occasions
- Spearheaded internal Marketing Task Force to create a successful, repeatable global marketing and sales strategy
- Direct experience with major film studio projects, ad agency commercials and corporate video campaigns
- Assisted on Microsoft's Cloud marketing campaigns for International Server Hosters and Sales Partners
- Developed new business, retained clients and provided customer and sales support on a global scale

### Experience

**Supervisor, Video Production and Photography**, 2010 to present

**Music Group** (Brands: *Behringer, Bugera Amps, Midas Consoles, Klark-Teknik*) - Seattle, WA

Manage all customer-facing and internal video and photo projects, as well as assisting in overall corporate marketing and sales strategy, serving global Development, IT, Product Conception, Customer Service, Marketing, Sales and Merchandising teams located in US, Germany, Singapore, Philippines, Japan and China. Frequent travel to major industry tradeshow and music festivals in the US and abroad for various marketing and sales support purposes.

**President / Video Producer**, 2005 to 2010

**Magnet Media Productions** - Austin, TX and Los Angeles, CA

Formed and operated this successful Creative Marketing Consulting Firm and Video Production Company. From managing creative teams to directly involving my own talents, I spearheaded video marketing campaigns for corporate, educational, arts and government clients including Disney, Apple, Microsoft, Exxon-Mobile, University of Texas, Texas A&M, UCLA, Austin Museum of Art, US Army, Youth Interactive, Rock Camp, Texas Medical Association, Keller Williams Realty, Sparksight and On Networks.

**Video Producer**, 2007 to 2009

**New Media Consortium** - Austin, TX

Directed the marketing and video production needs for this non-profit organization dedicated to the exploration and use of new media and emerging technologies for colleges, universities and museums around the world. Through grant funding for the Texas Digital Education Project, I was brought aboard the media team to produce over 250 short videos showcasing artists and museum exhibits throughout Texas. I also produced, shot and edited a documentary about emerging Austin artists that aired for two months on PBS.

**Video Production Manager**, 2004 to 2005

**CBS Affiliate - KREZ / Emmis Communications** - Durango, CO

Oversaw commercial production and station promotion at this television station. I was directly responsible for all commercial video productions, including writing scripts, budgeting, scheduling, casting, directing, shooting, editing, logo design, motion graphics, and DVD authoring. Corporate experience in client relationships, brand strategy, ad sales, media buying, and deadline-driven projects.

### Education

**B.A. – FILM/VIDEO PRODUCTION & MEDIA STUDIES**, 2002 *w/honors* - Santa Fe University of Art & Design

**H.S. – VIDEO PRODUCTION / MEDIA COMMUNICATIONS**, 1997 *w/honors* - Richardson Arts Magnet

### Software

**Microsoft:** Excel, Word, Visio, Outlook, PowerPoint, Access, SharePoint, Project

**Adobe:** Photoshop, Illustrator, InDesign, Flash, Premiere, Encore, After Effects, Light Room, Acrobat

**Apple:** Final Cut Studio, Aperture, Logic, iWork, iLife