

# RODERICK FINCH

## Video Production Manager

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I am an auspicious supervisor, videographer, editor, and motion graphics designer with expertise in all facets of video production. Skilled in producing compelling audio and visual material, excelling at managing annual budgets, and handling multiple projects while staying within deadlines. Technical proficiency in Adobe Creative Suite, Apple Final Cut Pro X, Avid, Edius Grass Valley, DaVinci Resolve, MAM (CatDV) and Mac and Windows OS, Drones, Red, Panasonic, Sony, and Canon cameras.

- Video Planning & Coaching
- Strong Editing Ability
- Creative Photography
- Team Collaboration
- Social Media Platforms
- Manage Multiple Projects
- Leadership Skills
- Editorial Management
- Content Management System
- Coordinate Visual Coverage
- Server Administrator
- Creative and Growth Analytics

### PROFESSIONAL EXPERIENCE

**Georgia Aquarium, Atlanta, GA**

**Manager of Video Production, 2015 – Present**

- ❖ Collaborate with the marketing team to develop specific content for social, digital, mobile, and commercial platforms adding to the success and growth of the global brand.
- ❖ Develop a staff of editors, videographers, and photographers. Ensuring they have the tools and knowledge of new and existing methods of video production techniques.
- ❖ Media server administrator. Responsible for the day-to-day operation of the media server providing support for team members connected to the MAM (CatDV).
- ❖ Oversee an annual budget. I am establishing comprehensive guidelines for monitoring travel, personal, and equipment purchases.

**Georgia Aquarium, Atlanta, GA**

**Sr. Videographer/Editor/Server Administrator, 2011 – 2015**

- ❖ Produce and distribute compelling content using various social and internal media channels.
- ❖ Develop innovative video ideas that engage the people who see it.
- ❖ Using CatDV (MAM), I Ensured the preservation of the video library and printed catalog.
- ❖ I Conduct field and in-house production shoots.

**NEWS 13, Orlando, FL**

**Videographer/Journalist/Editor, 2010 – 2011**

- ❖ Shoot and edit daily assigned news tasks, producing informative news stories.
- ❖ Monitor newswires for developing and breaking news.
- ❖ Maintained and operate ENG equipment every day.
- ❖ Satellite and live ENG Truck Operator.

### Additional Experience

Freelance Videographer/ Editor/Photographer (2008 – 2010)

Videographer/ Journalist/ Editor - WFOR CBS News, Miami, FL (2007-2008)

Videographer/ Journalist/ Editor - WTVT FOX News, Tampa, FL (2002 – 2007)

Videographer/ Journalist/ Editor - WFLA NBC News, Tampa, FL (2000 – 2002)

Videographer/ Journalist/ Editor - WBRC FOX News, Birmingham, AL (1998 – 2000)

Videographer/ Journalist/ Editor - WHNT CBS News, Huntsville, AL (1996 – 1998)

### EDUCATION & CREDENTIALS

**Communications, Jefferson State College, Birmingham, AL**

Part 107 FAA Drone Certification ■ Adobe Premiere Pro Certification ■ REDucation Red Camera Certification. Davinci Resolve Certification. CatDV Server Administrator