

Joel M Colon

Videographer and Editor

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With over 14 years of experience, my expertise as a senior content creator is editing and videography. I'm highly knowledgeable in project management, video production, and video asset creation for broadcasting and online content. I'm confident in my ability to create engaging content that surpasses client expectations, and I've consistently delivered on this promise. Let me use my skills to elevate your content to the next level.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Lead Videographer/Editor

FITT Scientific LLC - Erwin, NC

February 2022 to Present

Provided professional multimedia services to the U.S. government, specializing in creating engaging social media content as well as editorials. At times managed the entire video production process, from filming to editing, with a focus on equipment functionality and worked in teams. Collaborated with military personnel for social media content creation, operational videos, and instructional needs. As the designated video lead, oversaw all production stages, ensuring alignment with broadcast standards. Received conceptual guidance, applied broadcast expertise to propose programming, and played a key role in strategic resource allocation and equipment selection. Led a team in the rapid production of a documentary, demonstrating proficiency in shooting and editing, while supporting soldiers in broadcasting tasks. Maintained a secret clearance certification and upheld a high level of trust.

- Efficiently produced a feature documentary in half the usual time, overseeing and coordinating graphic artists and junior editor, resulting in the project receiving high praise and surpassing client expectations.

Videographer/Editor

Freelance - Miami, FL

January 2014 to Present

Independently orchestrated the production of diverse promotional and event videos for both local and international companies. Took a hands-on approach in developing scripts, orchestrating shoots, and maintaining strong client relationships by attentively addressing their needs, often surpassing expectations. Contributed to clients' success by implementing effective strategies, boosting sales, refining pitches, and devising new campaign approaches.

- Collaborated with clients' marketing departments to create targeted content for diverse demographics on social media platforms, proficiently editing short-form videos using Adobe Premiere for on-air and online marketing channels.
- Demonstrated adaptability and resourcefulness through extensive travel for scouting and shooting, utilizing Adobe After Effects to enhance content with engaging motion graphics. Showcased expertise

in shooting interviews and B-roll, operating a range of video equipment and managing sound recording and mixing for top-tier multimedia content.

Videographer/Editor

Seminole Tribe of Florida - Hollywood, FL
October 2018 to June 2020

Served as a videographer and editor for Seminole Tribe of Florida businesses, tourist locations, events, and Hard Rock casino. Collaborated closely with marketing departments to conceive and execute compelling advertisements promoting Seminole heritage and venues. Engaged in various aspects of production, including storyboarding, scriptwriting, shooting testimonials, and directing actors.

- Produced content for diverse social media platforms, ranging from concise Instagram videos and teasers to full-length promotional advertisements. Demonstrated versatility in creating high-quality content with different styles, from dynamic graphics promos for maximum impact to videos showcasing sweeping landscapes and testimonials capturing the essence of Seminole heritage.
- Traveled across the state to cover events and shoot promotions, exhibiting flexibility and adaptability. Worked closely with production crews and producers, adhering to strict deadlines, schedules, and budget constraints.

Editor/Animator/Videographer

Somos TV - Coral Gables, FL
January 2015 to August 2015

Generated short-form content for cable television networks, crafting compelling sizzle reels, on-air promotions, and spots. Collaborated closely with producers to develop children's content, contributing to the promotion of the channel. From concept to execution, I created videos and graphics, demonstrating proficiency in the entire production process.

- Established efficient organization and management of files and resources, ensuring a streamlined workflow. Coordinated with voice-over talents to enhance the overall quality of the content. Conducted thorough quality checks on television programs before they aired, ensuring adherence to broadcast standards.
- Exhibited strong task prioritization and effective time management skills, successfully meeting tight deadlines in a fast-paced television production environment.

Videographer/ editor/ graphics

CGMA - Los Angeles, CA
December 2010 to February 2014

Served as an editor and videographer, producing multiple videos showcasing services for online school social media content. Employed After Effects and Photoshop to craft graphics, contributing to the company's brand recognition. The content videos played a pivotal role in boosting sales by up to 60 percent, generating new leads for marketing campaigns.

- Created engaging content for diverse social media platforms, including graphic ads, informative content, and videos highlighting company courses. Used Canon and Nikon HD DSLRs with various lenses for dynamic shots. Employed a three-point lighting system and Lavalier for interviews to ensure professional audio quality. Created graphics using Adobe After Effects to enhance visual appeal.

Education

Training Courses in Film Production

MIAMI DADE COLLEGE - Miami, FL

Bachelor in Media Arts & Animation

ART INSTITUTE OF FORT LAUDERDALE - Fort Lauderdale, FL

Skills

- Video Production
- Lightroom
- After Effects
- Photography
- Adobe Premiere
- Motion Graphics
- Adobe Photoshop
- Video Editing
- Post Production
- Filming
- Branding
- Content Development
- Adobe Creative Suite
- Events management
- Content Creation
- Team management

Links

https://www.imdb.com/name/nm4127611/?ref_=fn_al_nm_4

<https://www.joelcolonportfolio.com/>

<https://www.linkedin.com/in/joelcolon>