

BRIAN J. SHAW

VIDEO PRODUCER

[Linkedin](#) | [Portfolio](#)

Cape Town, South Africa
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EDUCATION Ohio University | Athens, OH USA
Bachelors Degree | Specialised Studies, June 2002
Major: Video Production and Media Studies

NATIONALITY United Kingdom & United States (Dual)

PERSONAL OVERVIEW

I am a Video Producer with 13 years professional international experience. I have an extensive skill set producing educational, interactive, corporate, promotional, documentary web/TV videos & programmes.

Along with an established client-relation track record, my passion is producing polished, professional, and tailored videos.

I also have over 8 years of management experience within the media industry. I have always been a leader and naturally gravitated towards those roles in my professional career. I do strongly believe one must master their profession's hard/soft skill-set in order train, manage and develop others, which I thoroughly enjoy. I am currently leading a 12 person team of editors, producers, videographers, and animators in the Creative Studios department at [GetSmarter Online Education](#).

Following a change in family circumstances, I am in the process of relocating to the UK, and seeking a position that will allow me to utilise the experience I have gained both on a local, as well as international basis, however I am also willing to learn to ways of working in order to further my professional development in a way that will benefit not only myself, but also the organisation I work for, as well as the team I lead.

SPECIALITIES

- 13 years Producer, Department Manager, Director, Online & Senior Editor
- Management, leadership, training expertise
- Excellent client relations
- Innovation with current industry trends and styles
- Concentration with online educational, interactive, corporate, company profile, instructional videos, commercials, promotional & marketing videos, lifestyle TV – from pre to post
- Directing short format commercials, infomercials, stings & ads
- Budget planning
- Brand management & visual development, concept development & script writing
- Industry related recruitment & HR skills

HARD SKILLS

| EXPERT | ADVANCED |
|---|------------------------------|
| Final Cut Pro X | Premiere, Motion, Compressor |
| DSLR & Broadcast Camera Operation 4K & HD | Live Audio |
| Green Screen, DJI Ronin | Post Audio |
| Colour Grading, LUTS, Media Management | Interactive Video Platforms |

PROFESSIONAL EXPERIENCE

Apr 2014 – Present [GetSmarter](#), Cape Town, South Africa
Manager | Creative Studios

- Head of Department for entire media wing of GetSmarter Online Education
- University Partners produced for: MIT, Goldsmiths University of London, University of Cape Town, WITS University
- Direct manager for 12 video producers, 2 motion designers, 2 interns
- Responsible for all short course, postgraduate, social media and marketing video products
- Ensure quality of all videos and other new media is of highest quality, ensuring innovation and an industry-leading standard
- Train all video producers, with weekly training sessions, on best practices of video production
- Work closely with the marketing department, overseeing all production of video marketing materials – online & television
- Primary producer for all marketing video material
- Consistently keep up with current trends and styles, implementing new approaches into our product
- Implement new non-traditional video approaches, adhering to best pedagogical practices
- Manage my department's quarterly and annual budget
- Designed both video production studios and oversee the studio manager's responsibilities
- Work closely with the operations & project management departments to streamline video producer capacity and workload
- Hold quarterly assessments of all direct reports to ensure progress of their goals and alignment with the company's

Achievements

- Primary producer for all new business and pitch presentations, in-turn securing new partnerships, international & domestic (MIT, Harvard, University of Chicago, Goldsmiths London, University of Cape Town)
- Spear-headed the drive of non-traditional approaches with all video content, placing us a head of the competition in our arena, through the "75 is Alive" campaign
- Established department training program & developed department internship program
- Created the *VideotSmart* Vlog for our academic blog site

Jan 2013 –Mar 2014 [Digi House Media](#), Cape Town, South Africa

Owner & Primary Producer

- Primary Producer for web & TV commercials, corporate communications, company profiles
- Oversee concept & development, through to post, final mix & delivery
- Script Writing, storyboard & budget planning
- Hire crew and talent, scout and secure locations
- Local, national & international client base
- Final grade, color & title creation
- FCP 7, FCP X, Motion, Compressor, DVD SP, Magic Bullet, mFlare, Adobe Premiere CS, Photoshop

Achievements

- Primary producer for the 2014 L'Ormin's Queen's Plate
- Primary producer for the V&A Waterfront Market launch

Sep 2010 – Jan 2013 [Expresso Morning Lifestyle Show](#), Cape Town, South Africa

Post Production Manager & Senior Editor

- Designed the blueprint of the Post Department function & workflow from inception of the show
- Conceptualised on projects with clients in regards to inserts, competitions, stings & ads
- Approve all offline inserts, promos, competitions & ads
- Produce & Direct promos, stings and adverts
- Work closely with Account Managers with promo and insert creation
- Directly manage & oversee a staff of 12 employees in the Post Dept.
- Approve all Hollywood Entertainment segments & movie EPK's for broadcast

- Online all inserts, promos, competitions, & ads
- Designed & maintained workflow of media management & storage
- Clients include: Nivea, Cadbury, Apple, South African Airways, Nokia, Pick n Pay, Lo'Réal, Maybaline, Soft Lips, Cadbury, MTN, Wonderbra, Sasko, Dulux Paints, USN, SA Tourism, British Airways, American Express, Unilever products & many more
- Work closely with the production department, distribute & streamline content to offline editors through to online & final mix
- Provide weekly training to offline editors, VT compilers, & digitisers
- Handle all HR matters within the department
- Oversee maintenance & upgrade all edit suites in post department, order equipment & software

Jan 2009 – Mar 2010 [Royal Caribbean](#), Miami, Florida

Head Video Producer | Royal Caribbean Onboard

- Following a break from the organisation, I was asked back to lead the video production for the onboard team
- Manage all the on-board television programming for 3000 guests per week.
- Produce instructional hotel & guest videos regularly as directed by home office in Miami
- Primary Producer & Principal Editor for commercials and infomercials for the Marketing & Revenue Department
- Conduct and direct on-camera interviews, studio voiceovers, and manage & train production crews throughout studio and location shoots
- Scout, secure & shoot on location in ports of call
- Oversee Vessel Broadcast Department quarterly and annual budget
- Provide live video support for guest headliner, in-house dance and ice skating shows on a daily basis
- Oversee the ordering of necessary equipment & supplies

Nov 2007 – Dec 2008 Plexus Films, Cape Town, South Africa

Post Production Manager

Jan 2006 – Feb 2007 [Royal Caribbean](#), Miami, Florida

Head Video Producer | Royal Caribbean Onboard

- As above (Jan 2009 – Mar 2010)

July 2007 – Nov 2007 Home Brew Films, Cape Town, South Africa

HD Online Senior Editor

Jan 2004 – Jan 2005 Big Dog Productions, Columbus, Ohio

Chief Video Producer, Advertising Department

Dec 2003 – Jan 2006 [Digi House Media](#), Columbus, Ohio

Owner & Primary Producer

- Responsibilities and duties as above (Jan 2013- Mar 2014)