

Donald Reed

125 S Second Street, Saint Clair, PA 17970

(570) 617-8324,

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www.skookillfilms.com

EDUCATION:

Kutztown University of Pennsylvania, Kutztown, PA

Major: **Electronic Media**, Minor: Journalism and Public Relations

Graduated: Spring 2010, Degree: Bachelor of Liberal Arts and Science

TECHNICAL SKILLS:

- ◆ Professional Broadcast & P2 Cameras
- ◆ DSLR Video & Photography
- ◆ RED One Digital Cinema Cameras
- ◆ HD and SD video formats
- ◆ Mac and PC Workflows
- ◆ Lighting and Audio Monitoring
- ◆ Flash & Strobe Lighting for Photography
- ◆ *Final Cut Pro 7 & X*
- ◆ *Apple Aperture*
- ◆ *Adobe Premiere Pro CC & CS6*
- ◆ *Adobe After Effects CC & CS6*
- ◆ *Adobe Media Encoder CC & CS6*
- ◆ *Adobe Encore CS6*
- ◆ *Adobe Photoshop CC & CS6*
- ◆ *Adobe In Design CC & CS6*
- ◆ *Adobe Illustrator CC & CS6*
- ◆ *Adobe Lightroom CC & CS6*
- ◆ *Microsoft Office Suite*

EXPERIENCE:

HBC, Saks Fifth Avenue & Saks Off Fifth, Pottsville, PA **Image Editor**

July 2016 – Present

- Maintain image sizing and cropping standards across all product types, including high end fashion, shoes, handbags, etc, in a fast paced eCommerce environment. Pre-process and full process hundreds of images per day in Adobe Photoshop. Quality check images before final submission. Keep file system organized and consistent via Adobe Bridge and spreadsheets. Upload directly to website via FTP and Adobe Scene 7.

Empire Education Group, Pottsville, PA

October 2010 – July 2016

Communications & Marketing Departments/Digital Media Producer/Editor/Photographer

- Write and produce original content for Empire Beauty School's social media outlets and websites. Camera operator and editor on commercial, educational, and any other shoots. Work with the Adobe Creative Suite on a daily basis. Record voice over content for videos and slideshows. Update, organize, and maintain the company YouTube channel. Write proper Search Engine Optimization (SEO) titles, descriptions and tags for all video content. Create unique and traceable television spots and distribute them to TV Stations via FTP. Company Photographer for marketing advertisements, social media, educational text book content, events and employee photos. Maintain all equipment, and all digital media organized and backed up.

Skookillfilms, Pottsville, PA **Owner/Video/Photography**

January 2010 – Present

- Skookillfilms is the production name that all of my personal work falls under. I use the name for all of my personal projects, short films, freelance work, and photography. I'm always trying to improve myself and try out new ideas. Skookillfilms serves as an outlet to put out my personal work, as well as a portfolio that is constantly updating, and a marketing tool for myself. Some of my biggest

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Wegmans Distribution Center, Pottsville, PA **Freelance Video**

June 2016

- Scripted and executed a safety training video on how to properly couple and uncouple a tractor trailer based on their standards. I shot and edited the entire project, then collaborated with Wegmans' safety committee via meetings and email to finalize the video and make sure all content was correct. The video was delivered in digital format and DVDs for their training sessions.

Yuengling's Ice Cream, Orwigsburg, PA **Freelance Video/Photography**

January 2015

- I shot video and photo of their very first run of ice cream when the company made their return in 2014. This footage was sent out to local news & PR outlets, and the photos were used on their social media and website. I also produced a 'virtual tour' video that shows consumers the company's history and the process of how their ice cream is made. It can be found on <http://www.yuenglingsicecream.com>

Schuylkill Country Club, Orwigsburg, PA **Freelance Video/Photography**

July 2011 – Present

- The SCC is my most frequent freelance client. I shoot photography whenever needed, including staff photos, events, and promotional photos. I shot and edited 2 promotional video spots that have received very positive reviews.

Max Films, Ephrata, PA **Internship/Freelance Editor**

January 2010 – October 2010

- Created original content for Facebook page. Arranged different video packages and color correct footage. Edited commercial and corporate videos on an as needed basis. After my internship ended, I free-lanced on multiple projects. Max Films now goes under the name TC Motion.

Weddings **Video/Photography**

2008 - Present

- I shoot weddings whenever they are available, including both video and photos. I always receive positive feedback from my clients and most of my additional wedding work comes from word of mouth from happy customers.

Red Rose Transit Authority: 2010 Spot, Lancaster, PA **Writer/Art Director/Animator**

August 2010

- Wrote script, assisted on shoot, and animated RRTA's annual spot. Their advertising image involves bobble head cartoons and I worked with HD video, still photography, and green screen elements, and animation to accomplish this.