

TYLER ROBINSON

Seasoned Online Video professional of 6 years with technical proficiency and creative flair, delivering quality content that lives successfully in the online space

EXPERIENCE

Motion Graphics Designer | Director, Channel Development

ScaleLab Network: YouTube MCN

Sep. '14-Current | Los Angeles, CA

- Increased subscriber base by 5,000 – 10,000 for 10+ YouTube Creators over 90 day periods
- Implement SEO strategies tailored for varying content verticals
- Designed 30+ motion graphics packages (Branding Intros, Lower 3rds, End Cards)
- Delivered a 3-Piece promo package for SketchShe – one of our Top 10 Creators
- Optimize editing workflows in the Adobe Creative Cloud Suite for maximum 24 hour turnaround

Video Production Director/Editor

Louisiana State University: Olinde Career Center

Oct. '13-Aug. '14 | Baton Rouge, LA

- Coordinated, directed, shot, and edited 9 videos in acknowledgment of private donors
- Created concepts, content outlines, shot lists, and designed storyboards
- Built strategic plan with marketing team for brand identity preservation
- Designed a custom graphics package to align with LSU brand identity

Video Production Manager

Louisiana State University: Center for Academic Success (CAS)

Jan. '09-Jul. '14 | Baton Rouge, LA

- Planned, shot, and edited 2-4 minute academic and marketing videos for the web
- Developed custom, motion graphics packages to align with LSU brand identity
- Coordinated equipment setup, directed talent, controlled lighting and sound recording
- Completed over 80 web videos to supplement CAS's online resources for student learning

SKILLS

Editing

- Organization | Media Asset Management | Motion Graphics | Motion Tracking
- Green Screen Keying | Compositing | Color Correction and Grading | Audio Sweetening
- Mastering, Compression, Archiving | File Structure Integrity Preservation

Technical Proficiency: Adobe Creative Cloud: 2014 - 2015

- **Adobe Certified Expert: Premiere Pro | YouTube Certified: Audience Growth**
- **After Effects** | SpeedGrade | Audition
- Mocha AE | Illustrator | Photoshop | Media Encoder
- Mac & PC | MS Office | Final Cut 7
- Industry Standard Web and Digital Formats including: DSLR, RED, ARRI, DNxHD, QT, H.264

EDUCATION

Louisiana State University

Aug. '08-May '12 | Baton Rouge, LA

- Bachelor of Arts, Communication Studies: Film and Media Arts / 3.6 Final GPA