



SUMMARY

HELLO: CLIENTS, 2015-2016

My name is Michael James Folliett. I'm a skilled Video + Media Production Professional. I'm organized, easy to work with, technically proficient, & lots of other good adjectives. My approach to every production is informed by my substantial experience from multiple perspectives. I bring over a decade of professional experience & momentum to every endeavor. Plus I love what I do. Recently I have been working as a contractor for various clients in the San Francisco Bay Area.



PROFESSIONAL EXPERIENCE

VIDEO & MULTIMEDIA PRODUCER: ROBLOX, 2013-2015

Producer, Director, DP, Camera Op, Video Editor, Motion Graphics, Line Producer, Production Manager / Coordinator, Live Stream Control Operator, Set Designer / Decorator / Dresser, Props Master, Location Scout, Script, Sound, Gaffer, Grip, & Storyboard Artist. (In-Studio & On-Location)

Working closely with the Marketing & Communications Department, I produced videos & live programming to engage the platform's youthful community & widen awareness among the broader gaming sphere. I created video content for many purposes, including: corporate identity, advertising & sales, new product & feature launches, events, education, social media, & general brand awareness. Starting in 2014, I played a critical role in establishing ROBLOX's live programming on Twitch. I drafted a master plan for a video studio, & installed & configured all A/V equipment. With the equipment in place, I also directed in-studio talent, & produced branding, media packages, & motion graphics for various live shows. The Twitch channel quickly became the company's fastest-growing social outlet, & one of the fastest growing channels on all of Twitch. Featured live stream content included: a weekly social gaming show, a bi-monthly interview show with top creators from the community, monthly weekend broadcasts, on-location event coverage, product demos & launches, virtual events, contests, & live tutorials.

VIDEO PRODUCER: BCTV, 2010-2012

Producer, Director, Camera, Video Editor, Motion Graphics, Planning, Coordinating, Script, Sound, Gaffer, Grip, Fig Rig Operator, & Storyboard Artist. (In-Studio & On-Location)

Created compelling broadcast television programming for countywide marketing campaigns, including distribution to social media outlets. Working closely with the Public Relations Department & Marketing Team I developed programming to better communicate the counties mission with the citizens. Implemented production of many forms of video- from episodic programs for Parks & Recreation & the informative Buncombe Life series, to commercials, informational videos, PSA's, industrials, & internal employee training videos. Deployed social media strategies using Goggle+ & YouTube video channels on a regular basis. Used Google Analytics to evaluate our departments effectiveness throughout various campaign initiatives. Operated NewTek TriCaster systems & software using multiple remote controlled Sony EVI-D70 camera systems & live mixing multichannel audio sources for monthly County Commissioner meetings: including work as Graphics Coordinator. Part of my workload consisted of utilizing workflow automation tools to manage, catalogue, & add custom metadata to multimedia files on our server-based system while working on both PCs & Macs. I was responsible for regular content management, data backup to multiple servers, & assisted in programming of master control for our channel using Leightronix video servers, system controllers, routers, & automation processes.

FINAL CUT PRO INSTRUCTOR: URTV, 2006-2011

Instructor of two courses: Beginner Final Cut Pro User, & Advanced Final Cut Pro User.

Courses covered topics including: NLE workflows, The FCP HD Environment, Ingesting File-Based Media, Media Management, Assembling Clips, V.O., Multi-Cam Edits, Nesting Clips, Match-Frame, Using Motion Controls, Working with Adobe Creative Suite, Key Board Short Cuts, Outputting, Compression Settings, Delivery in Preparation for Broadcast TV / URTV Station, Etc.

POST PRODUCTION: THE GREEN RADIO BISTRO, 2006-2009

Video Editor, Motion Graphics, Camera Operator, Gaffer, Grip, On-Set Photographer, Director's Assistant, Assistant to the Producer. I edited each episode for both television & radio broadcast. The Green Radio Bistro is a 3 camera weekly variety show (recorded on-location with live studio audience) that encompasses one-on-one guest interviews, kids reports, & live musical acts, designed to entertain its live audience while raising the level of "green literacy" among its viewers & listeners. It features live music as host & co-producer, Ian Booth, welcomed top musicians from the widely touted WNC music scene & beyond. Co-hosts Ned Doyle & UNCA Environmental Studies professor Dr. Dee Eggers interviewed fascinating guests & "green" innovators who shared ideas & personal experiences to pique everyone's interest in energy conservation & clean energy, alternative transportation, green business & much more.

ADJUNCT PROFESSOR OF DIGITAL MEDIA: ABTECH, 2005-2009

Instructor, Taught: Intro to Digital Media, Animation I, Web Development Tools, Internet/Web Fundamentals.

I worked for both ABTECH's (Asheville Buncombe Technical Community College) Business Computers Technology Department & The Career Education Center (CEC) Digital Media Department program. While there I taught & offered hands on training in college level digital media courses including: Intro to Digital Media (multiple programs- including Adobe Creative Suite), Animation I - (Flash), Web Development Tools (Photoshop, HTML, CSS, XML), & Internet/Web Fundamentals (various internet tools). I am skilled at administering multimedia facilities, experienced with developing clear course objectives, syllabi, & great at communicating with people. I am confident in teaching numerous new technologies, proficient in evaluating the effectiveness of new technology, & establishing best practices for workload. I am efficient in simultaneously facilitating undergrads, working professionals, faculty, & staff. I am also well versed at producing educational video tutorials.

KEY

- Advanced understanding of multiple software applications
- Video production services from pre - production to post
- Motion graphics, animation, graphic design, branding
- Executing marketing & communications strategies
- Photography: on-set / event / portrait / product
- Digital asset management + organization
- Learning environments + instruction

CHEERS

- “Experienced, fun, hard-working and wildly creative.”
- “An excellent and extremely creative media producer.”
- “I would hire Michael for any aspect of film production.”
- “Every collaboration I have had with him as been stellar.”
- “He excels as an editor, producer, and writer.”
- “Great video work, excellent editor!”
- “He has mastered many, many aspects of the visual arts as it relates to video production.”
- “Michael is prompt, courteous, passionate, friendly, committed, easy-going, and competent.”



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michaeljamesfolliett.com



Expanded Resume
michaeljamesfolliett.com/skills-profile/



LinkedIn
linkedin.com/in/michaeljamesfolliett



Behance
behance.net/MichaelJamesFolliett



Phone
1-828-230-4793



Email
michaeljamesfolliett@gmail.com



Home
San Francisco Bay Area, U.S.

SKILLS

Communication

Teamwork

Creativity

Leadership

Management

TECHNICAL SKILLS

SOFTWARE

Premiere Pro, After Effects, Final Cut Pro, Maya, Photoshop, Illustrator, SpeedGrade, Audition, Adobe Media Encoder, NewTek TriCaster Apps, Telestream Wirecast Studio, Blackmagic Media Express, XSplit Broadcaster, Sorenson Squeeze, Adobe Creative Cloud, Photoshop Lightroom, Bridge, Dreamweaver, Flash, DVD Studio Pro, LiveType, Soundtrack Pro, Compressor, Adobe Color, iWork, Audacity, ProPrompter, SynchronEyes, iLife, Blackboard, Soundflower, GeoEdge Pro, Microsoft Office, Dropbox, Google Drive Software, Apple iOS / OS & Microsoft Windows.

PRE PRODUCTION

Concept & Creative Development, Research, Story Development, Storyboarding, Planning, Scheduling, Coordinating Talent / Personnel, Budgeting, Designing & Drafting Video Production Studio Master Plan, Technical Development, Sourcing Technology & Equipment Suppliers, Purchasing, Installing & Configuring Studio Gear, Testing & Troubleshooting AV Equipment & Software, Creating Server Based Workflows to Organize & Share Graphics Packages & Media Elements between Producers & Video Control Operators, Optimizing AV Streaming Encoding Settings, Working with Rental Houses to Book AV Equipment, Liaison with Insurance Brokers & Accountants, Set Designer / Decorator / Dresser, Props Master, Script Writing, & Locations Scouting.

PRODUCTION

Producer, Director, Director of Photography, Field Camera Operator, TV Studio Camera Operator, Camera Assistant, Boom Operator / Field Sound Engineer, Line Producer, Production Coordinator / Manager, Video Control Operator, Producing & Managing Live Streaming Media Assets, Graphics Coordinator, NewTek TriCaster Systems & Software, Blackmagic Systems & Software, Telestream Wirecast Studio, XSplit Broadcaster, YouTube Live Streaming, Twitch, Operating Multiple Remote Controlled Sony EVI-D70 Camera Systems, Live Mixing Multichannel Audio, Teleprompter Operator, Chroma / Color Keying, HD Projection Systems, Gaffer, Grip, Fig Rig Stabilizers, VariZoom Controllers. (In-Studio & On-Location)

POST PRODUCTION

Video Editing, Motion Graphics, Color Grading, Audio Post Production, Chroma / Color Keying, CUDA Platforms, Encoding & Delivering Video for Various Outlets Including: Social Media Networks, Digital Video Channels, Content Delivery Networks, & Broadcast Distribution.

MEDIA MANAGEMENT

Pipeline & Workflow Configurations, Digital Asset Management & Organization, System Controllers & Automation, Live Streaming Media, NewTek TriCaster Systems, Leightonix Video Servers / Routers, Data Archiving & Backup, Analog to Digital Conversion, Applications, Transcoding, Video Codecs, Aspect Ratios, Data & Frame Rates, Compression, Optimization, Embedding, Media Player Interfaces, Batch Processes.

GRAPHICS

Motion Graphics, Animation, Kinetic Typography, Branding, Illustration, Logo Design, Menu Layout & Authoring, Editorial Design, Magazine Advertisements, Blog & Website Design, Typography.

PHOTOGRAPHY

On-Set / Event / Portrait / Product / Nature, Lighting (In-Studio & On-Location), Beauty Retouching, Compositing, Color Correction, Print Design, Restoration, Scanning, Printing, Hardware & Software.

MARKETING & COMMUNICATIONS

Executing Marketing & Communications Team Campaign Initiatives, Video Production & Motion Graphics for a Variety of Video Types & Delivery Methods, Deploying Social Media Strategies, Evaluating Media Effectiveness, Twitch Live Streaming Video Platform, YouTube Live Streaming, YouTube, Tracking Outcomes & Metrics, WordPress / Blogs, SEO, Google +, Analytics, Places, AdWords, Keyword Planner, Podcasting, Instagram, Bitly, Facebook, & Creating Email Marketing Campaigns.

LEARNING ENVIRONMENTS & INSTRUCTION

Administering Multimedia Facilities / Technology / Staff, Developing Clear Course Objectives, Confident in Teaching Numerous New Technologies, Proficient in Evaluating the Effectiveness of New Technology & Establishing Best Practices for Workload, Producing Educational Video Tutorials, Efficient in Simultaneously Facilitating Undergrads / Working Professionals / Faculty & Staff.

TRAVEL & EVENTS

Travel? I'd Love To. My Passports in Good Shape & I Haven't Missed a Flight Yet. I've had the Opportunity to Produce Video & Live Streaming Coverage from Fun, Memorable, & Iconic Places such as: London's Royal Air Force Museum, New York City's Intrepid Sea- Air & Space Museum, Chicago's Museum of Science & Industry, & for events such as: San Francisco's Game Developer's Conference, Silicon Valley's Maker Faire, & San Francisco's ROBLOX Developer's Conference.

EDUCATION

NORTHWEST FILM CENTER SCHOOL OF FILM

AVID Media Composer for Final Cut Users Professional Development Course, Portland, Oregon

UNIVERSITY OF NORTH CAROLINA ASHEVILLE

Post-baccalaureate Certificate of Major in New Media, Asheville, North Carolina

ASHEVILLE BUNCOMBE TECHNICAL COMMUNITY COLLEGE

Marketing and Communications Professional Development Courses, Enka, North Carolina

COLUMBUS COLLEGE OF ART AND DESIGN

Bachelor of Arts in Time Based Media Studies, Columbus, Ohio

POLARIS CAREER CENTER

2 Year State Certificate in Graphic Design, Cleveland, Ohio

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Communication



Teamwork



Creativity



Leadership



Management

