

ROSS MACARTNEY

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SUMMARY

A highly skilled and disciplined Video Producer and Editor with a complete understanding of the medium. Empowered with the leadership and expertise to champion high-end scripted and organic video productions from idea to delivery. Proficient with budgeting, scheduling, evaluating, and hiring talent and communicating with creative professionals, executive clients, and A-class talent. A firm understanding of videography, lighting, sound, location management, art direction, script writing, graphic design, production design, color correction, visual effects, 2D animation, motion graphics, compositing, 3D design, storyboards, style frames, presentations, and broadcast television.

COMPUTER SKILLS

Adobe After Effects, Adobe InDesign, Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe Animate, Adobe Creative Suite, Maxon Cinema 4D, Autodesk Maya, Autodesk 3DS Max, SideFX Houdini, Redshift Renderer, Arnold Renderer, Octane Renderer, Adobe InDesign, Avid Media Composer, Final Cut Pro X & 7, Adobe Audition, Davinci Resolve, Unreal Engine, Unity, ProTools, WordPress, MadMapper, Modul8, OBS, MS Word, MS PowerPoint, MS Excel, and a variety more. Proficient in both Mac and PC systems.

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN, Atlanta, Georgia, **M.F.A., Motion Media Design**

- Focused on many areas of Motion Graphics' creative design, including 2D and 3D animations.
- Developed skills in shading, texturing, lighting, animation, character animation, architectural design, compositing, graphic design, screen composition, projection mapping, motion design, and more.

SAVANNAH COLLEGE OF ART & DESIGN, Savannah, Georgia, **B.F.A. CUM LAUDE, Film, Television and Digital Media**

- Graduated CUM LAUDE with a focus on direction, cinematography, writing, producing and post-production.
- Other focus areas included drawing, graphic design, photography, and computer art.

THE ASHEVILLE SCHOOL, Asheville, North Carolina

PRIMARY EXPERIENCE

DDTV2 AGENCY / BRAZEN ANIMATION, Dallas, Texas || **Editor and Motion Graphic Artist**, Sept-Dec 2023 CONTRACT

- edited and assembled 8 Nutrisystem commercials using raw footage, audio, graphics, etc.
- entailed troubleshooting technical issues, performing light color correction, and handling audio turnovers for final delivery.

MAC PRO MEDIA, Rogers, Arkansas || **Editor and Animator**, 2016-2023 FREELANCE

- served diverse clientele via freelance platforms and personal connections.
- Interpreted creative directives, collaborating with clients to formulate optimal designs aligned with business objectives.
- Proficiently employed software including After Effects, Cinema 4D, Photoshop, Illustrator, and other tools.

REACH MARKETING, LLC, Pearl River, New York || **Video & Motion Graphics Artist**, 2021 INTERNSHIP

- Produced advertisements featuring both 2D and 3D animations.
- Utilized programs like Maya, Cinema 4D, and After Effects to design and craft multimedia projects.

RAUCAUS ENTERTAINMENT, Atlanta, Georgia || **Production Assistant**, 2016-17

- served on the production crew commercial shoots in Atlanta: Budweiser, Chick-fil-A, Krystals, NBA, Toyota, Doritos, NFL, and P&G

UNIVERSITY of AR, COOPERATIVE EXT., Little Rock, Arkansas || **Producer**, 2011-2014

Functioned as a solo production unit responsible for curating the weekly video documentary series "ARKANSAS SOYBEAN PODCAST." This comprehensive series was exclusively crafted for YouTube and Newsletter publication.

- Conducted interviews with local experts, ranging from entomologists and production specialists to researchers, graduates, and educators.
- Took on the roles of producer, videographer, editor, and motion designer for the series, which culminated in the creation of nearly 150 weekly videos.

SMUGGLER PRODUCTIONS, Springdale, Arkansas || Gaffer, 2010

- served on a Branded Documentary for AT&T

CAREER GAP – 2009-2011 – Focused professional energies on Freelance Video Production, Live Event Support, and 4 Feature Film Productions: YOU ALWAYS I NEVER(Sound), DINOSAUR WORLD(Sound), MADISON COUNTY(Grip), and THE POISONING (1st AD)

WALMART INC., Bentonville, Arkansas || **Producer**, 2004-2009

- Oversaw all broadcast and video productions for SAMS CLUB at Walmart TV.
- Orchestrated the day-to-day production timeline for SAMS CLUB WMTV Programs.
- Seamlessly assumed roles as Videographer, Editor, Motion Designer, Lighting Technician, and Sound Editor for video productions assigned by supervisor.
- Directed pre-recorded and live satellite broadcasts, reaching training rooms across all Walmart and Sam's Club.
- Provided vital Event Production Support for numerous Holiday Meetings and diverse programs, including collaborations with Walmart Shows & Events.
- Produced numerous seasonal programs for Sam's Club, such as SAMS CLUB SPRING KICKOFF, SAMS CLUB HOLIDAY PROGRAM, and SAMS CLUB MEMBERSHIP DRIVE.
- Collaborated with Walmart Leadership in an ongoing capacity to develop video content.
- Represented Walmart Leadership by traveling to various locations across the United States.

OPTIMUS, Chicago, Illinois || **Assistant Editor**, 2002 INTERNSHIP

worked as an assistant offline editor, client relations specialist, and audio assistant for the Post house in downtown Chicago.

- Main job was to courier tapes to clients across the Chicago area.
- Served as an assistant audio engineer for clients including Delta, Kellogg, and more.

COMMUNITY ORGANIZATIONS

DEMOCRATIC PARTY OF BENTON COUNTY – ACTIVE MEMBER SINCE 2021

ARKANSAS CINEMA SOCIETY - ACTIVE MEMBER SINCE 2021

VOLUNTEER AND NON-PROFIT WORK

LITTLE ROCK FILM FESTIVAL - MARKETING & GRAPHIC DESIGN WORK – 2014

MOTHER TO MOTHER – PRODUCED PROMO VIDEO – 2010

HELPING HANDS – PRODUCED PROMO VIDEO – 2009

MY FRIENDS & ME PRESCHOOL – PRODUCED PROMO VIDEO – 2009

ADDITIONAL EXPERIENCE

FIRST PRES. CHURCH OF BENTONVILLE, Bentonville, Arkansas, **Communications Director and A/V Manager**, 2021-2023

Directed and supervised communication efforts and social media content for the church. I was responsible for overseeing the weekly live streaming of services to YouTube and Facebook. Additionally, I served as the webmaster for the church's website and newsletter, ensuring their timely publication. I led a team of novice volunteers in audio engineering, camera operation, and slide projection tasks.

BEST BUY, Kennesaw, Georgia, **Merchandising and Camera & Digital Imaging Sales**, 2017-2020

I commenced my journey in Merchandising, taking charge of the arrangement and accessibility of consumer products within the store. I was actively engaged in various Inventory and Holiday Events throughout my term. Following two years, I advanced to camera sales, leveraging my expertise and understanding. I left this position due to the prevailing health crisis impacting the world.

KODAK/DIGIPHOTO ENTERTAINMENT IMAGING, Austell, Georgia, **Site Manager**, 2015-2017

Directed and supervised the complete spectrum of entertainment photography experience. I recruited, trained, and oversaw a team of novice photographers and sales staff. Before assuming this role, I held the position of Seasonal Site Manager at Hard Rock Café in Myrtle Beach, South Carolina. I previously served as a Temporary Site Manager for Kodak at Stone Mountain Park in Stone Mountain, Georgia. Across all these locations, I formulated sales targets, conducted training, and motivated teams to consistently achieve monthly objectives. Furthermore, I managed sales data and maintained financial records for sales and photography operations.

DISNEY COLLEGE PROGRAM, Celebration, Florida, **Resort Photographer**, 2004 INTERNSHIP

Integral to the inception group for Disney's Photo Pass program, I collaborated with a team to craft comprehensive training and a seamless implementation strategy for introducing the Photo Pass experience within the parks. This ensured harmonious integration without disrupting the guest experience. Through this endeavor, I gained firsthand insights into the art of treating guests with the utmost respect and kindness, embodying the unparalleled guest relations that define Walt Disney World.