

As a creative leader; video editor, producer and digital designer, I'm always looking for innovative ways to craft and produce a creative vision. My diverse skill set in full service video production and web design gives me a unique perspective to get a job done efficiently, while striving to exceed expectations. My DNA is doing great work. I pride myself on excellent outcomes and my ability to quickly learn and foster new skills.

Check out my work at ryanwebber.net

Experience

● IDEOLOGY Productions

Post Production Specialist

2020-present

Specialize in post production editing, color grading, rotoscoping, compositing, visual effects, text and motion graphic design for a variety of projects and clients. Receive creative focused feedback and integrate changes to deliver a finalized production that exceeds expectations. Manage podcast projects from concept to finished episode with minimal supervision. Collaborate with various teams and client stakeholders.

● Lake Michigan Credit Union

Media Production Manager/Web Design Manager

2012-2020

Hired, managed, and mentored direct reports, setting professional development goals for media and web staff. Strategized, directed and produced all web design projects. Collaborated and produced UI improvements utilizing member feedback.

Lead and produced campaigns focused on search engine marketing and calls to action that were designed to increase membership through various methods including email marketing, landing pages, commercial television production, in branch digital marketing, ATM advertising, billboards and traditional print materials. Initiated and executed as creative lead for all media production content. Established member focused contests and giveaways to drive new member engagement.

Conceptualized and established a video production department that delivered high quality video and media content to internal departments and external members. Ideated and developed new media content such as podcasts focused on financial education and community service. Crafted video content to deliver LMCU's message and community impact to thousands of members.

● FOX 17 - WXMI-TV

Senior Web Manager

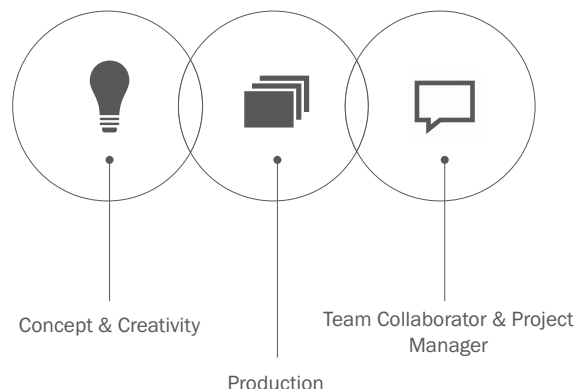
2005-2013

Hired, managed, and mentored direct reports. Produced content that drove viewership of FOX 17 on-air and online. Established initial News and Weather presence online through the development and growth of a CMS for various Tribune markets. Launched and managed social media, contests and giveaways and produced email marketing. Assisted with graphic design development and commercial production.

Skills

Digital Marketing	● ● ● ● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ● ● ● ●
Adobe After Effects	● ● ● ● ● ● ● ●
CMS	● ● ● ● ● ● ● ●
DaVinci Resolve	● ● ● ● ● ● ● ●
Adobe Audition	● ● ● ● ● ● ● ●
Bootstrap/HTML	● ● ● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ● ● ●

My Specialties



Education & Certificates



Full Sail University

Associates Film/Video Production

Eastern Michigan University

Digital Television/Broadcast Journalism
Certificate earned 2002

Apple

Mac certified technician & Final Cut Pro trainer
Certificates earned 2005