

CAMERON L. FAIR

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SENIOR VIDEO EDITOR | PRODUCER | DIRECTOR OF PHOTOGRAPHY | CREATIVE DIRECTOR | CONTENT MARKETER

As a highly organized, artistic, and resourceful video creator with over 10 years of experience in social media content development and creating commercials for broadcast TV, I possess a driven attitude and take a flexible, knowledgeable, process oriented approach to every project. With a genuine passion for fashion, health, sports, beauty, advertising, and storytelling, I am fueled by imagination, self-motivation, and a commitment to delivering exceptional results. I thrive as a creative thinker and love problem solving, leveraging my troubleshooting skills and deep understanding of the Adobe Suite to overcome complex post-production challenges and provide innovative solutions. With a strong sense of leadership, accountability, scheduling, and organizational skills, I am committed to delivering efficient and effective project completion. I'm a self starter and enjoy being a collaborator, working effectively within a team, while also excelling in independent tasks. I communicate clearly, prioritize tasks with precision, and consistently meet deadlines. My goal is to push boundaries and consistently produce high-quality content that exceeds expectations, utilizing my flexibility and adaptability to deliver outstanding outcomes.

Areas of Excellence

- *Video Editing, Film Production, Post-Production, Production Workflows*
- *Project Management*
- *Content Strategy*
- *Direct Response, Experiential Marketing*
- *Adobe Creative Cloud*
- *Social Media & Digital Marketing, Paid & Organic*
- *Youtube, Instagram, TikTok, Meta, Snapchat, and All Social Media Channels*
- *Broadcast TV*
- *Live Events & Live Audience*
- *Customer Relations & Networking*
- *Problem-solving, Troubleshooting Technical Support, Technical Solutions*
- *Motion Design, Motion Graphics, Animation, VFX, & Graphic Design*
- *Audio Editing, Audio Mixing, & Sound Design*
- *Team Collaboration, Time Management, Fast Paced Environment*
- *Beauty, Health, Fashion, Sports, Technology, Skincare, & Supplements*
- *Communications & Interpersonal Skills*

PROFESSIONAL WORK HISTORY

Senior Video Editor/ Post Production Manager LAUNCH DRTV 2018 – Current

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- Collaborated with creative directors and producers to develop and execute content marketing strategies for major brands on Instagram, TikTok, YouTube, and Facebook, resulting in a significant increase in followers, engagement, ecommerce, and sales for major skincare brands such as Crepe Erase, JLO Beauty, Algenist, Dr Denese, Murad, Specific Beauty, and more.
 - Lead and managed a post-production team, overseeing all aspects of video editing, photo editing, and content creation, ensuring timely delivery of high-quality projects that meet client expectations.
 - Utilized Adobe Creative Suite, Frame.io, and other project management tools to manage day-to-day post timelines and deliverables, ensuring that every project is completed to the highest standard within the agreed timeline.

- Work cross-functionally under tight deadlines in a fast-paced environment, while managing multiple projects concurrently, to consistently deliver exceptional results and support collaborative efforts with producers, creative directors, and clients.
- Operated cinema cameras during high-profile shoots, using my extensive experience to ensure that the lighting and color grading are perfect for each shot.
- Stayed up-to-date with industry trends, emerging technologies, and best practices in video editing, motion graphics, editing software, editing techniques and content marketing, fostering innovation and identifying opportunities to lift the quality and effectiveness of projects.
- Implement and maintain a comprehensive file database on NAS (Network Attached Storage) and nearline systems to ensure safe and organized file structures.
- Demonstrated expertise in mastering commercials for TV broadcast, including proficiently securing licensing for music and stock, and efficiently uploading content to distribution partners via Aspera.
- Implemented automation tools and processes to streamline repetitive tasks, improve efficiency, and enhance the overall production workflow, allowing for more time to focus on creative aspects and delivering top-notch video content to clients.
- Maintained exceptional verbal and written communication skills to collaborate with cross-functional teams and build strong relationships with colleagues.

Videographer & Editor CANDYGLASS PRODUCTIONS 2015 – 2019

- Producing video highlight reels and business marketing videos
- Marketing various packages and video services
- Hiring, managing, and mentoring assistants and support staff on various production systems and workflows
- Assembling and setting up video equipment, as well as managing and maintaining multiple digital filming devices; inclusive of DSLR, digital camcorders, aerial drones
- Field producing and directing film shoots while traveling to remote locations, both internationally and within the U.S.
- Developing graphics and graphic templates in after effects in a variety of formats, in addition to logging/organizing/transcoding all media and building raw footage sequences
- Performed regular maintenance tasks to upkeep equipment, software, and production resources, ensuring optimal performance and minimizing technical issues during video production and editing processes.
- Annually conducted evaluations and assessments to analyze performance, identify areas of improvement, and ensure continued growth and professional development
- Simultaneously balancing multiple projects, solving problems, and ensuring delivery within strict timelines and in alignment with client's vision. Communicate status of projects from start to finish

Producer AARON ROBINSON PLANT A SEED FOUNDATION 2012 – 2013

- Independently developed and executed creative development for action sports promotional films
- Coordinated film logistics and production management relating to athletes, events, budgets, and travel accommodations
- Recruited and directed assistants as principal videographer/editor
- Liaised between foundation and sponsors to ensure positive and constructive client relations
- Led the distribution efforts for all video releases, ensuring wide reach and visibility through publications, websites, and collaborations with sponsoring businesses.
- Collaborate with brand partners and facilitate smooth plan execution for video editing projects, including international travel, to ensure seamless coordination and timely delivery of high-quality content.

Videographer & Editor MT. BACHELOR SKI RESORT 2010 – 2012

- Produced bi-monthly video and social media content for website and social media platforms
- Managed talent, scheduled shoots, and handled distribution of content to third-party websites
- Organize and edit content from third party partners

Freelance Videographer & Editor CAMERONFAIR.NET 2007 – Current

- Shooting, Directing, Editing, and content creation on a diverse range of projects.
- Drive successful plan execution for video editing projects by overseeing and coordinating all stages, ensuring timely delivery and maintaining high-quality standards.
- Collaborated closely with clients to understand and align with their brand design and business requirements delivering high-quality content and advertisement that meets their specific needs and objectives.

- Utilized expertise to create animation and motion graphics that are visually engaging and captivating enhancing the quality and impact of video content through dynamic and innovative visual elements.
- Incorporate brand guidelines and messaging into creative briefs to ensure brand consistency
- Make use of scripting, storyboarding, and pitch decks to help translate ideas into visual representations to guide the creative process
- Offered expertise in installation and technical services, leveraging advanced equipment and software knowledge to deliver high-quality video content that exceeds client expectations.
- Streamlined business process and efficiency, implementing efficient workflows and project management strategies to optimize productivity, meet deadlines, and deliver exceptional video content to clients.
- Revise client videos implementing creative edits, enhancing visuals, and optimizing audio quality.
- Diagnose and resolve technical issues, ensuring smooth production processes and delivering high-quality video content to clients.

EDUCATION

NORTHWEST FILM SCHOOL

Videography

Relevant Coursework

Film-making • Sound • Experimental Film • Post Production

TECHNICAL SKILLS

• Adobe Premiere Pro • Adobe After Effects • Adobe Photoshop • Adobe Media Encoder • Adobe Audition • Final Cut Pro Studio • Color Correction • Davinci Resolve • Sound Editing • Social Media • Pro Video/DSLR Systems • Mac OS • Remote Desktop

Please inquire directly to review specific project examples.