

CASEY CAMPBELL

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Summary

Creative and motivated video professional and leader. Offering over 8 years of NCAA Division 1 Athletics experience, as well as 12 years of video editing experience. Strives working under tight deadlines. Can also work in independent and team oriented environments. A team player and leader who pushes to tell compelling stories in the most effective way possible.

Skills

- Adobe Premiere CC Expertise
- Adobe After Effects Proficiency
- Element 3D Experience
- Adobe Photoshop Experience
- Adobe Lightroom Experience
- Adobe Creative Cloud Experience
- Final Cut Pro X Proficiency
- Control Room Experience
- Daktronics/Motion Rocket Expertise
- CatDV Experience
- Strong Creative Vision & Leadership
- Audio Board Experience
- Sound Editing
- Cinema/Mirrorless Style Camera Expertise
- Photography Experience
- Effective Interviewer
- Self-Motivated
- Adaptable
- Strong Interpersonal Skills
- Focused

Experience

02/2022 - Current
Colorado State Athletics
Fort Collins, CO

Director of Creative Video

- Oversaw all post production video strategy to maintain sizable growth and engagement within various mediums and stakeholders.
- Performed all aspects of post-production, including sound design, sequence selection and compression.
- Oversaw video content for all CSU-sponsored sports, with direct responsibility for football and men's basketball video content.
- Maintained professionalism through active listening and by accepting constructive criticism with poise.
- Oversaw full-time and student staff, leading department post production video efforts.
- Created compelling video and motion graphic content to promote CSU Athletics and its' programs. Posted to platforms such as social media and CSURams.com.
- Covered various CSU Athletics events with Sony FS5 and Mirrorless series cameras.
- Worked with different CSU departments in a team setting to achieve the highest quality video content, creating sizable social media growth on various platforms.
- Led department efforts to maintain rights with music partners (APM Music).
- Served on the 2024 CSU Snoop Dogg Arizona Bowl Preparation Committee.
- Oversaw and managed the archiving of all department historical and current footage library, managing the on-site server array.
- Helped lead department efforts to integrate CSU Softball live broadcasts out of the on-site control room for multi-camera productions.
- Staffed and led full time/student/freelance staff for various in-venue, broadcast, and creative video productions. Managing staff within the control room for game presentation, creative content, and engineering needs.

01/2021 - 01/2022
Illinois State Athletics
Normal, Illinois

Assistant Director of Redbird Productions

- Performed all aspects of post-production, including sound design, sequence selection and compression.
- Accompanied Redbird Football on away games and created various types of video content.
- Maintained professionalism through active listening and by accepting constructive criticism with poise.
- Oversaw student crews, produced and directed live in venue video board and ESPN broadcasts.
- Created compelling video and motion graphic content to promote ISU Athletics and its' teams. Posted to platforms such as social media and GoRedbirds.com.
- Shot various ISU Athletics sports with Sony Fs7 and Blackmagic series cameras.
- Worked with different ISU departments in a team setting to achieve the highest quality video content; creating sizable social media growth on various platforms.

08/2016 - 09/2020
Kansas State Athletics
Manhattan, KS

Video Producer/Live Production Crew

- Performed all aspects of post-production, including sound design, sequence selection and compression.
- Transformed footage and assets to create compelling, effective videos, and content. Posted to platforms such as social media, coaches' shows and live production board and network shows.
- Created compelling motion graphics to help promote Kansas State Athletics.
- Effectively covered K-State athletic events with Sony and Canon cinema series cameras.
- Accompanied K-State Women's Basketball, and assisting in all others, creating creative video content.
- Active crew member on K-StateHD.TV live production crew. Specializing in camera operation and Motion Rocket.

Education

05/2020
Manhattan, KS

Bachelor of Science in Journalism-Digital Media W/Film Certificate
Kansas State University

Accomplishments

- 2020 Emmy Nomination (Sports Program Post-Produced Or Edited)
- 2022 Silver Telly Award (Social Video - Sports & Leisure)
- 2022 Bronze Telly Award (Social Video - Media & Entertainment)
- 2024 Colorado State University Outstanding Campus Unit