

# ROBERT S. MACIAS (He/Him)

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## EDUCATION

### Master of Media Business

*Full Sail University | Winter Park, FL*

*Expected Graduation: Spring 2026*

### Bachelor of Science; Digital Cinematography

*Full Sail University | Winter Park, FL*

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## PROFESSIONAL SUMMARY

Dynamic and innovative Media Production Specialist with extensive experience in content creation, video production, and digital marketing across diverse industries. Adept at crafting engaging visual stories through expert use of Adobe Creative Suite, advanced camera operation, and motion graphics. Proven ability to manage projects end-to-end, from conceptualization and storyboarding to filming, editing, and post-production, delivering high-quality content under tight deadlines. Skilled at adapting projects to align with cultural relevance and audience expectations, ensuring impactful and resonant messaging. Passionate about leveraging creativity and technology to enhance brand visibility, increase audience engagement, and drive measurable results. Collaborative team player with a track record of exceeding client expectations and delivering meaningful media solutions.

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## CORE COMPETENCIES

- Creative Direction & Visual Storytelling
- Project Management & Pre-Production Planning
- Camera Operation (DSLR, Cinema Cameras, Drone Videography)
- Post-Production: Editing, Color Grading, Motion Graphics
- Adobe Creative Suite: Premiere Pro, After Effects, Photoshop
- On-Set Production & Equipment Management
- Live Streaming & Multi-Camera Setup
- Client Collaboration & Stakeholder Communication

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## PROFESSIONAL EXPERIENCE

### Senior Video Producer

Colorado Sports Video | Denver, CO

2023 – Present

- Directed video shoots for sports events, employing advanced techniques like slow-motion and drone footage to produce dynamic promotional content.
- Managed post-production workflows, including editing, color grading, sound design, and final rendering, ensuring high-quality deliverables across multiple platforms.
- Designed and implemented a video archiving system, streamlining content retrieval and reuse for campaigns.
- Supervised new staff and interns, providing mentorship in video production and editing processes.

### Videographer & Video Editor (Contract)

Dance-Bug | Niagara Falls, NY

2021 – Present

- Filmed and edited high-definition dance performance videos, synchronizing music and visuals to maximize emotional impact.
- Partnered with choreographers and event directors to align video output with creative visions and event themes.
- Delivered polished, professional content under tight deadlines, integrating motion graphics and sound design to enhance production value.

### Videographer & Video Editor

Mercedes-Benz of Littleton | Littleton, CO

2020 – 2023

- Produced and uploaded 20-30 vehicle showcase videos weekly to enhance the online customer shopping experience and drive sales growth.
- Directed end-to-end video production, including storyboarding, lighting, filming, and editing, ensuring alignment with Mercedes-Benz brand standards.
- Created event recap videos for digital platforms, highlighting promotions and community initiatives.

- Organized and maintained an archive of video footage and production assets for efficient retrieval.

## Freelance Videographer

Vroom, IntreRoots, Non-Profit Sector | Denver, CO

2016 – 2023

- Produced and edited over 500 instructional coaching videos to support teacher development programs.
- Designed e-learning modules using Adobe Captivate, enhancing interactive training initiatives.
- Configured lighting and multi-camera setups for live events, product photography, and classroom recordings.
- Recorded and processed professional voice-overs, ensuring high-quality audio for video projects.

## Videographer & Video Editor

Classic Pianos | Denver, CO

2016 – 2020

- Produced promotional and event-based videos showcasing luxury instruments and live performances, boosting sales and brand visibility.
- Directed all aspects of pre- and post-production, including lighting, sound design, and editing, to deliver immersive video content.
- Filmed classical music and dance performances in various settings, featuring performers of all ages and skill levels.
- Maintained an updated catalog of piano inventory with high-quality visuals for the website.

## Social Content Creator

Sonora Cinemas | Aurora, CO

2012 – 2016

- Researched and analyzed social media trends to elevate content strategies for three theaters across Texas, Colorado, and Arizona.
- Managed a comprehensive social media content calendar, ensuring consistent messaging tailored to Latino audiences.
- Created platform-specific content, including videos, images, and text captions, for Instagram, Twitter, and Facebook.

- Produced custom video content to strengthen brand awareness and foster community engagement.
  - Captured live content at community events, leveraging cultural insights to create compelling campaigns.
  - Developed and executed digital marketing campaigns, driving engagement and increasing web traffic.
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## Additional Skills

- Drone Operation & Aerial Cinematography
- Motion Graphics & Animation (Adobe After Effects)
- Scriptwriting & Storyboarding
- Lighting Techniques & Sound Design
- Social Media Video Strategy
- Bilingual; English - Spanish