Rhett McClure

Video Producer, Videographer, Editor, Motion Graphics, Drone Part 107 cert.

EXPERIENCE

VIZZYNESS, LLC — Founder, Cinematographer, Editor

OCTOBER 2017- PRESENT

- Shoot and edit documentary style marketing testimonial videos.
- Produce client campaigns for fundraising, ad networks, and social media.
- Calculate estimates and invoice clients via Wave accounting software.
- One-Man-Band three camera livestreams and multicam content.
- Budget LLC capital expenditures and track company financial health.
- Drone Part 107 certified, Real Estate video clients, added valuable 4K assets

AB PRODUCTIONS, LLC — Co-Founder, Producer, Cinematographer

JANUARY 2009-PRESENT

- Co-Found & grow independent film production company.
- Shoot and produce two feature length films & award-winning shorts.
- Shoot 4K helicopter aerial footage utilized in UNL national TV campaign 2011.
- Screen competitively at film festivals regionally and worldwide.
- Archive DIT tech for bit-verified redundant on-set footage files.

Firespring — Video Producer

JUNE 2015 - MARCH 2017

- Produced, shot, & edited digital video content for agency of record clients in healthcare, agriculture, & recreation vertical markets.
- Implemented timelapse, slow motion, and 360 degree video technology.
- Directed livestreamed events, meetings, & conferences for national clients.
- Researched and reported best practices on Vimeo, Instagram, SEM/SEO.
- Pitched and produced employee showcase series "Better Know A 'Springer".
- Wrote blog posts featured on company website and social media.

Snitily Carr Advertising — Video Producer

OCTOBER 2005 - MAY 2015

- Edited video & designed motion graphics using Final Cut Pro, After Effects, & Adobe Creative Cloud Suite.
- Edited radio commercials and VO audio for numerous producers and clients.
- Brainstormed creative with writing team including preproduction storyboards and logistics.
- Scheduled & shot-listed video productions: scripted, interview, & live event.
- Researched, budgeted, & implemented 10GigE SmallTree editing server & AXLE GEAR video content management system.
- Troubleshot, maintained, & repaired Mac OSX computers & XSAN servers.
- Authored custom DVD menus and Automator scripts to display demo reel content for visitors.

4008 S 30th St Lincoln NE 68502 (402) 770-7092 rhettt@gmail.com

SKILLS

One-Man-Band Video Campaign Creative Development

Video Production- Scripted, Interview, & Live Event.

Adobe Creative Suite – Premiere Editing & After Effects Motion Graphics

FAA Part 107 certified drone

Tutorial creation and writing technical whitepapers

Video Content Management Systems & DIT Technician

AWARDS

Telly Award - Bronze - April 2016 - Tobacco Free Nebraska "Thank You Nonsmokers" animation by artist Jim Mehsling.

Telly Award – Bronze – April 2016 – CLAAS North America "Lexion Launch video" product introduction.

Telly Award - Bronze - April 2016 - Firespring.org "SaaS Tour video" Show innovative nonprofit website solutions.

Telly Award - Bronze - April 2002 - Time Warner Cable "FROM THE ICE". Lincoln Stars Hockey coaches show.

Firespring Giant "F" Award – 2015, 2017. Employee recognition for giving an "F", twice nominated and awarded by previous winners.

Time Warner Cable Nebraska — Web Designer

NOVEMBER 2004 - OCTOBER 2005

- Wrote, edited, and curated CMS multimedia digital content.
- Utilized Microsoft .NET platform to update Nebraska Division public websites.
- Updated HTML Dreamweaver and PDF content on local intranet.
- Created and encoded videos for Nebraska On Demand local VOD channels.
- Awarded for video embedding innovation at Time Warner Cable national webmasters conference in Florida.

Time Warner Cable Nebraska — Advertising Producer

JUNE 1999 - NOVEMBER 2004

- Edited video on Avid Symphony and Avid Media Composer.
- Met with small business clients and wrote :30 Cable commercials.
- Produced video shoots on location and in-studio.
- Performed and Recorded local voiceover talent.
- Composed After Effects motion graphics.
- Delivered spots via Beta SP tapes and DVD authoring.
- Pioneered development of online video approval website.

90.3 KRNU, University of Nebraska - Music Director

May 1998- May 1999

- Programmed music content for University radio station.
- Communicated and recorded feedback with record labels.
- Produced and hosted weekly electronic music program.
- Updated music database for on-air programming catalog.

EDUCATION

University of Nebraska, Lincoln — Bachelor of Journalism

AUGUST 1995- MAY 1999

College of Journalism and Mass Communication-Broadcasting

Minors: Advertising, English, Psychology, History

Alpha Phi Omega - Co-Ed Service Fraternity

CLIENT WORK

University of Nebraska Foundation Nebraska Dept. of Tourism Lincoln Public Schools Foundation United Way of Lincoln & Lancaster Co. Nebraska Dept. of Agriculture Madonna Rehabilitation Hospital Doane University Huskervision Tunnel Walk Men's Health- Jordan Burrough Catholic Health Initiatives - Nebraska Super Saver / Russ's Market Tobacco Free Nebraska NE Dept. of Economic Development Center for Food Integrity - Kansas City **CLAAS of North America** Lower Platte South NRD **NEBRASKAland Foundation** Wilderness Ridge Central Nebraska Public Power & Irrigation District Nebraska Atty. General Jon Bruning Lincoln Industries FISERV INC Nebraska Soybean Board Nebraska Game & Parks Lincoln Stars Hockey Ambassador Health Lincoln Children's Zoo Gavilon Agricultural Commodities Lincoln Airport Authority Cube Art Project - Railyard Lincoln Saltdogs Baseball Bright Lights Summer Learning Camp National Research Corporation **INSPRO** Insurance Nelnet Nebraska Folk & Roots Festival Time Warner Cable Video on Demand UNL University Program Council Nebraska Orthopaedic Firespring Brand Team

LEADERSHIP

Nebraska Independent Film Projects — President, Board Member

PRESIDENT - 2004-2006. PRESIDENT - 2015-present.

- Led 501(C)3 nonprofit dedicated to supporting Nebraska video, film, & motion artists.
- Wrote website and social media content for auditions, meetings, and educational networking events.
- Testified in 2016 Nebraska Unicameral committee in favor of tax credits and alternative incentives for creative productions.

Nebraska Film Association — Board Member

3 year term, elected 2018.

• Advise and Advocate for growth of Nebraska Filmmaking and TV industries.

TEACHING

University of Nebraska College of Journalism and Mass Communication – Guest Lecturer

2007-2010

• Guest speaker for Dr. Laurie Thomas-Lee's undergraduate courses. Conducted Motion graphics hands-on demonstration using Apple Motion and Final Cut Pro.

University of Nebraska College of Journalism and Mass Communication - Guest Lecturer

2012

• Guest speaker for Dr. Larry Walklin's communications law course. Doug Carr and I gave a presentation about ad agency common legal documents regarding voiceover and on-camera talent.

University of Nebraska Hixson-Lied College of Fine & Performing Arts- Guest Lecturer

2008

• Guest speaker for Judy Hart undergraduate theater performance course. Taught students foundations of the audition process and insight into commercial TV directors considerations for selecting on-camera talent.

Snitily Carr Advertising - Intern Program

2005-2012

- Trained broadcasting interns daily editing and encoding workflows.
- Coordinated multiple interns who scheduled client video shoots.

PORTFOLIO

RhettMcClure.com

Vimeo.com/RhettMcClure

IMDB.com/name/nm3237121/