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| Charles BaldwinAward winning DirectorPainted Post, NY 14870Charles.Baldwin@luxoreum.com | **Job Function:** Arts, Entertainment, Media & Communication**Highest Education:** 4-Year College Degree<https://www.luxoreum.com/> |
| Text: 607 438 2905 | <https://www.linkedin.com/in/pullingoutthestops/> |

# Career Summary

I started in 1992 with studies in Radio, Television and Mass Media, I had a great professor. We were sent out to various projects and I worked at the PBS affiliate in Jacksonville, Florida. While there I did shoots in all kinds of locations, as well as in the studio; we produced a video magazine show, a closed-circuit broadcast for the United States Postal Service and other talk shows as well as the PBS Auction. I moved on to freelancing as a TV Commercials editor, making over two hundred commercials on an AVID MEDIA 100 before the company was purchased. I then began gathering my own clients and created websites, a specialty of mine was embedding video into these sites. One site still exists amazingly, caracalcars.com, and my own videofeedback.com. My two biggest accomplishments are a briefly viral video, a short subject documentary about computer vision, my ISP had to move my website to a more robust server because it was taking so many hits, and in October 2018 I submitted a short subject video to Tongal for a NASA Cinespace project that was chosen from among thousands of videos: Awarded number eight of fifteen chosen to go into the NASA archive.

# Skills

## Director of Photography

(Advanced) More than 10 Years

## Management and Leadership Skills

(Advanced)

Impact and Influence and Planning and Execution

## Project Planning

(Intermediate) More than 10 Years

## Project Management

(Intermediate)

## Production Planning

(Advanced) More than 10 Years

I have produced over 40000 photographs, more than two hundred TV commercials on the AVID MEDIA 100 and several short subject documentaries.

## Social Media Skills

(Advanced) 9 to 10 Year

I use and update my social websites: Twitter, Google Business, LinkedIn, regularly. I also have Pinterest Business and Instagram.

## DSLR Cameras

(Advanced) More than 10 Years

I currently use a Canon T6i (Rebel) at work. I also use a Pentax K500, a little GE 1200 point and shoot, a $1 Q2 Zoom (great for audio, and I built a small rig to attach it to someone's chest), and a Sony HVR A1U tape camera. Plus a couple other point and shoots I use for B roll and audio recording. I also have studio camera experience and Field ENG camera experience using Hitachi, and Sony equipment. I am keeping an eye on the Sigma fp and dp cameras.

## Adobe Premiere Pro Video Editing

(Advanced) More than 10 Years

Adobe Premiere Pro

## Customer Service

(Advanced) More than 10 Years

I have taken care of thousands of people. First listen, then create rapport and trust, and discover the wants, interests and needs. Suggest products and methods to meet the WIN. Then if needed ask for advice.

## Photoshop

(Expert) More than 10 Years

And always learning the tool set. I currently have a few action scripts built into the unit at work, these allow me to be very efficient producing photographs. There is a lot to the interface though with plenty to learn about it. It really is an amazing piece of software.

## Budgeting

(Intermediate) More than 10 Years

## Staging

(Intermediate) 4 to 5 Years

I am currently building out the photography production studio with three stages, an EZ tent for small objects like silver and white porcelain objects, a medium stage for larger objects like 36 inch square classical paintings, and a large stage that needs improving on as it doesn't have a cyclorama, we use storm grey backdrop paper.

## Lighting

(Advanced) More than 10 Years

Currently I am using eight soft lights and four strobes at 5500k. In my previous life I worked with pars. At that time this was assigned to union personnel skilled at this trade.

## PCs

(Advanced) More than 10 Years

I have been building computers since 1995. Mostly because I needed to do video production work for customers and the throughput needed wasn't up to the task of capturing, processing and editing video.

# Work Experience

## Director of Photography, Videography & Multimedia

Multimedia Online - Luxoreum Photo Video
Jan '95 - Present (25 Years, 2 Months)

Director of Photography, Videography & Multimedia Online - Luxoreum Photo Video 1995 to Present Develop, manage and implement productions for various clients. Responsibilities include writing, editing, camera operation, and direction of live productions, and short subject documentary films Experienced with technical/floor direction, production planning, and audio/lighting/graphics production I have created multimedia content for newspapers, TV, websites and social media

## Photographer Videographer

Luxoreum Photo Video, Painted Post, NY
Jan '95 - Present (25 Years, 2 Months)

Photographer, Videographer, Marketing, Director, Producer; Luxoreum Photo Video - Painted Post, NY

## Director of Photography

Winfield Antiques, Big Flats, NY
Feb '19 - Present (1 Year, 1 Month)

Director Photography Antiques Revival / Winfield Antiques February 2019 to Present I currently operate a photography studio that produces photographs of antiques. We provide images of these products to clients nationally

Clients include, Catherine Zeta-Jones and Michael Douglas

## Freelance TV Commercials Editor

ATT Media Services, Jacksonville Beach, FL
Jan '00 - Jan '02 (2 Years, 1 Month)

TV Commercials Editor ATT Media Services (Agency) 2000 to 2002 Collaborated with team members to edit multiple high-profile TV commercials and ensure maximum quality. AVID Media 100

## Technical Director / Floor Director / Camera Operator

WJCT Channel
Jan '95 - Dec '98 (3 Years, 11 Months)

Technical Director / Floor Director / Camera Operator / Production Crew WJCT Channel 1995 to 1998 Worked with the production crew in the studio as camera operator, audio board operator, gaffing, floor directing and sets ; also celebrity interviews, assisted with studio lighting Remote truck events including Common Council meetings

Interviews with celebrities David Sanborn and Willie Nelson.

# Education

## Bachelor Degree (COMPLETED '12) | Digital Media Arts Management

Empire State College, Saratoga Springs, NY
Jan '10 - May '12
GPA: 3.80 | GPA in Major: 3.80

Bachelor's in Digital Media Arts Management Empire State College

## Associate Degree (COMPLETED '95) | Journalism and Mass Media

Florida State College Jacksonville, Jacksonville, FL
Sep '91 - May '95
GPA: 2.90 | GPA in Major: 3.20

I started as a Chemistry Major and then moved to Broadcasting and Journalism. I had an excellent professor in my radio and television studies.

# Volunteering & Causes

## Koala Run Children's Playground at Carder School (Captain)

Jun '13 - Aug '13

I was chosen to lead a small team making sure parts of the construction of the playground were finished properly.

## Methodist Church (Audio Visual Producer)

Nov '10 - Present

We use audio video materials during services. I operate a small Peavey 8 track audio console, an Ikei LED projector, and as needed various laptops to run YT videos and live YT video. I also occasionally troubleshoot our IT concerns.

# Courses & Training

## Positive Psychology

University of Pennsylvania

I took two courses from UPENN in 2018 learning about Positive Human Psychology.

## MS Project

SUNY Empire State College
'10

As part of earning my Bachelor's Degree I took Project Management and had to learn MS Project. A nice piece of software. I earned our team an "A" on a ten million dollar student project.

## DSLR cameras

Lynda via LinkedIn

A certification on 4k DSLR cameras.

## Adobe Premiere Pro

Lynda via LinkedIn

An Adobe Essentials certification, this is where I learned the color matching tools in Premiere Pro.

## Film Making

Stage 32

A set of ongoing webinars and online classes to learn narrative story making.

# Associations & Organizations

## eArts (member)

Jan '19 - Present

I am an artist with membership at the eArts organization in Corning, NY

## Masterclass (Student)

May '19 - Present

I am taking these courses at Masterclass to increase my value as leader, creative, engineer, scientist, writer and more. The Masterclass series are being taught by successful people, and in my opinion must know something about how to succeed beyond the ordinary.

## Stage 32 (member)

'19 - Present

Stage 32 offers learning webinars and networking for the new movie production landscape.

# Certifications & Licenses

## 4K DSLR cameras

Via Lynda dot com on LinkedIn

## Adobe Premiere Pro Essentials - Lynda dot com via LinkedIn

Lynda dot com via LinkedIn

## NYS Driver's License

# Awards & Honors

## October 2018 Won a Film Award as Finalist from the Houston Film Art Society

NASA Cinespace - Tongal

NASA Archive Finalist - Houston Film Arts Society for a short subject video. Awarded eighth place out of fifteen and chosen from thousands of entries. A story about a phone call I received when I was three years old. Four minutes, view it here: https://vimeo.com/290375317

## Perfect Attendance Award

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# Publications

## Twitter - Luxoreum

Link: https://twitter.com/CRBaldwin

I use Hootsuite to broadcast my social media.

## LinkedIn - LinkedIn

Link: https://www.linkedin.com/in/pullingoutthestops/

## Luxoreum - My website builder program

Link: https://www.luxoreum.com/

## Instagram - Instagram

Link: https://www.instagram.com/charlesbaldwin2/

## Pinterest - Pinterest

Link: https://www.pinterest.com/crystalcityacademic/

# About Me

I started out of college with my Broadcasting degree at a PBS affiliate, and then moved into freelance commercial TV editing. Along the way I have been a Technical Director calling shots at live events, and all the crew positions up to TD.
 I currently run a photography studio and have upgraded our equipment and safety, and improved our quality. I've discovered how to acquire a photo in a specially designed studio without any light glare on the subject.
 I have union experience.
 I am currently pitching story lines and learning to write characters, story arcs, and screenplays with the intent to make a feature film and possibly a franchise.
 I am interested in making a feature film, I want to be mentored by a successful film maker to achieve this goal.
 I am very into Positive Psychology, thus being actively, passively, progressively, constructive and productive is important to me. "Work smarter not harder."

# Work Samples

## 3D "the movies" bumper

A video bumper "The Movies" made with ULEAD Cool 3D software.

## The Milky Way

A project that took a couple years traveling to a known National Dark Sky spot, and not getting what I wanted, and then someone said to me "come over here, we have a great place to photograph the night sky." The Dark Sky spot is about 90 minutes away, the new place, fifteen minutes away and about fifteen minutes to acquire the image.

## Multimedia Online

A particle ID bumper created with ULEAD COOL 3D.

## Festival of Lights II

Footage acquired on my Galaxy S8, edited in Premiere Pro.

## Rocketman John Glenn - NASA Award Winner Finalist video

NASA Cinespace, the Houston Film Art Society and Tongal cooperated to have thousands of videos submitted about going to outer space. This video was chosen along with 14 others, it placed eighth and was entered into the NASA archive. About a phone call at our house. Edited with Adobe Premiere.

## Reese Ranch

A quick informational piece to keep my production skills sharp. I shot this in one day and edited it a week later on Adobe Premiere Pro.

## Chemung River at Night

A time exposure, overlooking the Chemung River, Corning, NY. At right is the World Headquarters of Corning Incorporated. Straight ahead is Brisco Bridge.

# Social Media & Personal Websites

**Facebook** : (<https://www.facebook.com/CharlesRobertBaldwin>)

**LinkedIn** : (<https://www.linkedin.com/in/pullingoutthestops/>)

**Twitter** : (<https://twitter.com/CRBaldwin>)

**Luxoreum** : (<https://www.videofeedback.com/>)
My collection of photos and a few videos showcasing my works.

# References

## John Brown

Title: Retired Physicist
Company: Corning Incorporated

John Brown and I created a short documentary video about his love of his MG Sports car, and Margot his wife.

## Kate Gerwig

Title: Financial Planner
Company: JG Ullman and associates
Company Website: http://jgua.com