

K.C. Feurtado



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<https://www.kasaifilms.com/showreel>

Summary

Creative Developer and Director with over 19 years experience implementing brand strategy into visual solutions for fortune 500 clientele while delivering network quality content. Meticulous attention to post production details while simultaneously interfacing with team members & manage creative process with utmost professionalism.

Specialties: Managing production teams, Social Media Marketing, Budgeting & planning. Expert knowledge of video editing solutions using Adobe Creative suite & Davinci Resolve.

Experience



HYBRID VIDEO PRODUCER/MANAGER

Kasaifilms

Jun 2019 - Present (2 years 11 months +)

You know how businesses want an action oriented video which accurately raises their brand awareness to customers on social media - that's what I do. I am a hybrid video manager and content producer with over 19 years experience translating brand strategy into visual candy for clientele while maintaining Hawkeye level accuracy. I am a solution oriented professional, who builds relationships and multi-tiered brands by using talent, data and commonsense.

Key Achievements:

- Produce and market action oriented videos on limited budgets for all social media platforms highlighting brands and entice customer engagement.
- Manage video production and principle photography
- Distribute work to team members to keep production running smoothly
- Motivate, support and provide guidance to production staff
- Evaluate internal and external resources to ensure continued production and minimal downtime
- Ensure adequate scheduling of staff
- Work directly with internal/external clients to understand their goals and pitch new creative work and test ideas for print, packaging and social media



MULTIMEDIA PRODUCER | VIDEO EDITOR

Prudential Financial

Jan 2016 - Jun 2019 (3 years 6 months)

- Produced network quality video presentations reducing printing costs.
- Created visual elements & mixed audio for finance department increasing client engagement.
- Implemented strategy for multimedia storage hub eliminating 12 hours of searching per week.
- Sourced new royalty free audio/video assets saving 30% on costs & doubling production value.
- Managed equipment & developed procedure practices resulting in high conversion rate/turn around time.



MULTIMEDIA SPECIALIST | VIDEO EDITOR

MullinTBG, a Prudential Financial company

Jun 2013 - Dec 2015 (2 years 7 months)

- Produced network quality corporate videos for Fortune 500 clientele.
- Edited videos/animations displaying distinct, individualized stories.
- Analyzed script & story content to map out efficient pre-production plans.
- Work through multiple iterations receiving feedback from financial partners.
- Uphold content standards including tone, voice, style, interactivity, and conversation.



PHOTOGRAPHY DIRECTOR | SENIOR PACKAGE DESIGNER

Office Depot

Jan 2006 - May 2008 (2 years 5 months)

- Led all aspects of product imagery on packaging including design and implementation.
- Collaborated with Associate Creative Director to evaluate strategic design & marketing solutions.
- Maintained high level of detail and accuracy under strict time constraints.
- Transformed novice team members into outstanding leaders demonstrating outstanding design solutions.
- Implemented strategy decreasing production time, saving revenue while maintaining visual quality.

Education



The Art Institutes

BA, Visual Effects and Motion Graphics

2011 - 2012



CUNY New York City College of Technology

Associate's Degree, Art and Advertising

1992 - 1996

Study Art and Advertising design, photography, art history



Fiorello H. LaGuardia High School

High School, Art/Art Studies, General

1988 - 1992

Skills

Video Editing • Video • Marketing Strategy • Video Production • Film • Television • Cinematography • Graphic Design • Motion Graphics • Film Production