

Adam J. Ratliff

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Portfolio: <http://AdamRatliff.net>

Professional Experience:

2015-Present Chief Media Officer | Recraft Media

Oversees creative direction, editorial, and design. Supervises video production and product execution.

2012-Present Owner | 251 Productions

Freelance company specializing in promos, informational videos, and web series.

2010-2014 Senior Videographer | University Communications, Washington State University

Oversaw the operations of the university central video unit, including project management, creative direction, and production. Manage a team of up to three people, and collaborated with a large array of units across the institution.

2007-2010 Videographer/Writer | Marketing Communications, Washington State University

Developed WSU's first central video production unit, including the establishment of a video style guide and branding elements. Responsible for major institutional video projects, with a particular emphasis on industry partners, external communications, and fundraising.

2005-2007 Media Coordinator | Office of Grant and Research Development, Washington State University

In-house graphic designer for an administrative department within the university. Was responsible for a variety of media related projects, including the building of a videoconferencing studio, shooting and editing promo videos, and designing/maintaining the website.

2003 Videographer | Cascade Productions

Worked as an embedded videographer for a major professional cycling race. Provided footage for national cable TV broadcast, and produced a series of DVDs after the event.

Volunteer Experience:

2011-2015 Media Coordinator | Living Faith Fellowship, Pullman, WA

Oversaw several major areas of service, including external websites, media infrastructure, and live video broadcasts. Coordinated a team of 5-10 volunteers.

2004-2010 Friday Night Service Coordinator | Campus Christian Fellowship, Pullman, WA

Oversaw a team of 20-40 volunteers producing a weekly gathering of 200-300 students. Coordinated teams overseeing creative content, facility setup, musicians, and audio/video personnel.

Creative and Technical Skills:

Videographer

- I am a highly-experienced field videographer, specializing in capturing industry, research, and technology subjects in an environmental setting.
- I have many years of experience as a director of photography of long-form interviews, specializing in on-location settings.
- I am a highly-experienced user of Canon and Nikon camera gear, and am comfortable with most all equipment workflows.

Editor

- I am an expert user of non-linear video editing systems, including Adobe Premiere and Final Cut Pro.
- I possess strong video design skills, able to set a visual tone for a project and then see it through.
- I am skilled at applying type treatments and title effects to my videos.

Producer

- I am an experienced interviewer, I enjoy engaging people and setting them at ease during interviews while discussing complicated subject matter. I am skilled at drawing out compelling stories from people in a conversational setting.
- I have strong editorial and story construction skills. My specialty is taking complex or mundane subjects and presenting them in a way that connects with a lay audience.

Education:

May 2004

School of Journalism and Mass Media, University of Idaho
B.S. Visual Communication (Broadcasting), emphasis in Business Technology

Awards:

2012 CASE District VIII Gold Award
"WSU Campaign Launch Video"

2012 CASE District VIII Gold Award
"Paul G. Allen Platinum Laureate Video"

2010 CASE District VIII Bronze Award
"College of Nursing Recruitment Video"

2009 CASE District VIII Bronze Award
"WSU Foundation Big Ideas Video"

2009 CASE District VIII Silver Award
"Innovators Promotional Video Series"

2008 CASE District VIII Silver Award
"Innovators Promotional Video Series"

Professional References:

John Sutherland

Relationship: Direct supervisor (2010-2013)
Marketing Creative Services, WSU

(Fmr) Director, Marketing Communications,
Washington State University

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Ray Rhamey

Relationship: Direct supervisor (2007-2010)
Marketing Communications, WSU

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Robert Elmer

Relationship: Collaborator on multiple projects (2010-2012)
Marketing Creative Services, WSU

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