

# KRISTOFOR LONG

VIDEO PRODUCTION PROFESSIONAL

## CONTACT

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## SKILLS

- ADOBE PREMIERE PRO
- ADOBE AFTER EFFECTS
- ADOBE PHOTOSHOP
- ADOBE CREATIVE CLOUD
- CAMERA OPERATOR
- PART 107 CERTIFIED
- CHARACTER ANIMATOR
- YOUTUBE SEO

## EDUCATION

### Missouri State University

Springfield, MO (12/08)

B.S. Entertainment Management

GPA 3.59/4.0

### Recording Workshop

Chillicothe, OH (03/06)

4 Certificate programs totaling 311 hours of training (Honors)

## RECOGNITION

Healthcare Ad Award 2022 – Gold – Special Video  
Healthcare Ad Award 2022 – Bronze – TV Ad  
E-Healthcare 2021 – Platinum – Best Rich Media  
E-Healthcare 2021 – Gold – Integrated Campaign  
E-Healthcare 2021 – Silver – Best Rich Media  
E-Healthcare 2020 – Platinum – Best Rich Media  
E-Healthcare 2019 – Platinum – Best Rich Media

## PROFILE

Experienced video professional with a background in field and live video production. In field production I have utilized skills not only in camera operation (Sony F55), but also lighting and audio to create high quality videos for clients that vary from scripted pieces and interviews to product videos and testimonials. Beyond field production I'm very experienced in storytelling through video editing using Premiere Pro and After Effects with additional skills in audio mixing, this gives me a solid grasp of the entire production process allowing me to be a great asset to those I work with. I also have a solid understanding in managing YouTube content and utilizing SEO to maximize the impact of videos uploaded to the platform. Having this understanding also helps in determining content to create that will provide the best impact for the client. In the live production environment, I have worked in many roles giving me an understanding of live video production for most any type of event.

## EXPERIENCE

### SLUCare Physician Group

#### Digital Content Specialist

2015-Present

Develop video content for SLUCare Physician Group service lines & providers. Managed online social media and video presence and grew channel from 30k views a year to 3.5 million views in 2021. Work with outside vendors on live stream events.

### SportsMEDIA Technology Corp

#### Player and Puck Tracking Op

2020-Present

On-site setup/troubleshooting of the player and puck tracking system at Enterprise Center for the NHL season. Work with on-site broadcast production and remote SMT team for the implementation of tracking and on-air graphics used in NHL broadcast.

### Chaifetz Arena/Busch Stadium/St. Charles Family Arena

#### In-House Production Crew

2019-Present

Work various roles for the in-house production of basketball, baseball, soccer and other events. Roles mostly include handheld & mounted camera, replay (Newtek 3Play system), and utility. Sometimes I'm tasked to do limited roles with graphics and TD.

### Freelance Video Production

#### Videographer

2015-Present

Have managed the full spectrum of the video production process from idea through implementation to the final delivery. Well versed in lighting, audio, video and post-production including audio mixing. Also have experience using tools such as Character Animator and Cinema 4D for the completion of projects.

### Impact Wrestling

#### Marketing Coordinator/New Media Mgr./Sr. Mgr. of Digital Marketing Services

2010-2015

Produced and trafficked marketing videos for international & domestic partners. Managed video content on digital platforms. Managed web content & technologies as well as digital advertising campaigns. Produced content for digital platforms. Ran analytics and reports on digital platforms and weekly Nielsen ratings.