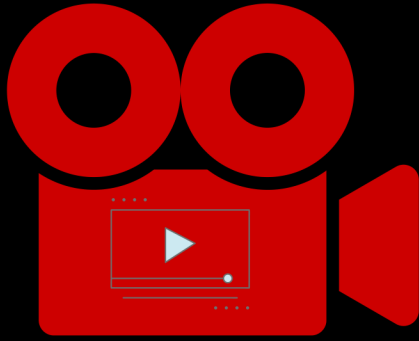


WILL HINSON

Videographer & Editor-Digital Asset Manager



PERSONAL PROFILE

Creative media professional with 7 years of experience producing short and long form multi-media content and managing digital assets for professional sports organizations.

Highly passionate about creative editing across multiple mediums by combining photo, video and graphics to make highly stylized "eye candy" visual content.

PROFESSIONAL SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Adobe Lightroom
- PhotoMechanic
- PhotoShelter
- CatDV Pro
- Taxonomy Development
- Logic Pro X
- OBS Studio
- Broadcast Replay Operation
- Film development

CONTACT INFORMATION

(321) 544-1745
Email: willhinsoniv@gmail.com
Portfolio: www.willhinson.com
Instagram: @hinsoniv
LinkedIn: @william-hinson

PERSONAL INTERESTS

Music production & sound engineering
Vintage film cameras

EXPERIENCE

Digital Asset Coordinator

Miami Dolphins, Formula 1 Miami Grand Prix, Miami Open & Hard Rock Stadium (2022-Present)

- Managed all team photo and video assets for organization-wide use by developing metadata taxonomy and optimizing digital media organization tools to improve media asset accessibility. Over 1.2 million total images were downloaded internally in 2022.
- Co-Founded and led content production strategy for Dolphins Collective, the official lifestyle brand of the Miami Dolphins. Worked directly with the Creative Director and Social Media Director to ideate, plan and execute video shoots and lead post-production efforts.
- Developed and led the asset management strategy and process for the F1 Miami Grand Prix and Miami Open, including the hiring and leadership of the asset logger team. Processed ~15TB of total media captured during 2023, including over 1.2 million photos and 17,000 video clips captured in total.

Videographer, Editor (Contract)

Athletes Unlimited (2021-2023)

- Produced short and long-form content for social media and broadcast segments, including "Going Pro", an ESPN+ documentary series surrounding rookies of the volleyball league, "Athletes Unplugged", a weekly game show, mic'd up segments and other various "sizzle" pieces.
- Served as the lead video editor for the AU Basketball edition of "Going Pro", AU Basketball Preview Show, and other various pieces across the league's basketball, lacrosse, softball and volleyball leagues.

Video Production Manager

USSSA, 2017-2021

- Served as the team videographer and editor for the USSSA Pride, a professional fastpitch softball team. Produced, shot, and edited video commercials & social video content for team partners, such as World Baseball Softball Confederation, MLB Players Association, Easton, Wilson, and Louisville Slugger.
- Managed video production operations, content planning and strategy for all USSSA tournaments across all 5 sports and brands. Worked directly with USSSA National Directors to create video strategies for each brand and led the execution efforts by managing a team of interns and freelancers.

Co-Founder

Night Before Media, 2022-Present

- Founded & operated a media production company that produced 12 ticketed live events in 2022, including concerts, film festivals and an album listening party experience for multi-platinum artist Kaelin Ellis. Collaborated with over 100 artists in 2022 and provided creative services including marketing strategy, video production, photography and creative brand design.

Broadcast Replay Operator (Freelance)

ESPN, SEC Network, CBS Sports, 2016-Present

- Operated EVS, 3-Play, Zeplay, and DreamCatcher instant replay machines for various networks.

EDUCATION

University of Florida

Gainesville, FL

Bachelor of Science in Telecommunication, May 2019

- Silver Tripod Award winner for "Best Director" at 2019 UF Campus Movie Festival
- GatorVision replay operator, TD, videographer, editor across multiple sports