



# WILL HINSON

## Videographer & Editor-Digital Asset Manager

### PERSONAL PROFILE

Creative media professional with 7 years experience in professional sports. Strong video production, photography, and digital asset management skills with additional experience in sports broadcasting.

### PROFESSIONAL SKILLS

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

### CONTACT INFORMATION

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Instagram: @hinsoniv

LinkedIn: @william-hinson

### PERSONAL INTERESTS

Music production & sound engineering

### EXPERIENCE

#### Videographer, Editor (Contract)

*Athletes Unlimited (2021-2023)*

- Worked independently as well as part of a larger production team to produce short and long-form content for social media and broadcast, including "Going Pro", an ESPN+ documentary series surrounding rookies of the league, "Athletes Unplugged", a weekly game show, mic'd up segments and other various social content.
- Served as the remote video editor for the "Going Pro" series as well as the AU Preview Show, a 15-minute talk show that airs prior to game broadcasts.

#### Video Production Manager

*USSSA, 2017-2021*

- Served as the team videographer for the USSSA Pride, a professional fastpitch softball team. Independently shot and edited all team video content. Provided video services to company 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. Executed video requests from the National Office by overseeing a team of interns and freelancers.

#### Digital Asset Coordinator

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

- Managed all photo and video assets for organization-wide use by developing metadata taxonomy and media ingest processes.
- Optimized digital media organization tools to improve accessibility of photo and video assets. Over 1.2 million total images downloaded in 2022.
- Developed and led the asset management strategy and process for the 60+ person content team for The F1 Miami Grand Prix. Processed 14TB total media captured during the 2023 race, including over 1 million photos and 15,000 video clips captured in total.

#### Broadcast Replay Operator

*SEC Network, CBS Sports, & other various 2016-2022*

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

#### Co-Founder

*Night Before Media, 2022-Present*

- Founded & operate media production company that has put on live musical events and independent film festivals in cities throughout Florida. Put on 12 ticketed live events in 2022, including an album listening party experience for multi-platinum artist Kaelin Ellis.

### 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