

# TIM GALLAGHER

VIDEO EDITOR

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## SKILLS

- » Videography & Video Editing
- » Color Correction & Grading
- » Audio Recording & Mixing
- » Rigging & 2D Animation
- » DSLR & Digital Cinema Cameras
- » 3-Point Lighting
- » Photography & Manipulation
- » Digital & Print Layout Design

## SOFTWARE

- » Premiere Pro
- » After Effects
- » Audition
- » InDesign
- » Photoshop
- » Illustrator
- » MS Office

## EXPERIENCE

### Art Director | Eversound

Jan 2019 » May 2023

- » Conceptualize and execute creative concepts, providing clear rationale to drive decision-making at the senior level that differentiates the brand in the senior living industry and resonate with target audiences
- » Ideate and design imagery and motion graphics to suit specific audiences for social media, presentations, documents, and email campaigns
- » Script, storyboard, rig characters, source voiceovers, and animate short-form animations for company web platforms
- » Hire and lead full-time and part-time freelancers to augment team capabilities
- » Strengthen individual customer relations with mutually beneficial video and photo content to maximize sales conversations with key accounts
- » Schedule, plan, capture and edit video and photo shoots with senior living communities, providing fast turnarounds from reviews

#### Key accomplishment

Launched a Hearing Health sub-brand animation style based on the unique need of a B2C brand style to supplement the standard B2B style

### Video Editor & Designer | New Chapter

Dec. 2011 » Dec 2018

- » Boost brand engagement by 25%+ on social media platforms
- » Create and pitch concepts to senior leadership for design and video content
- » Create storyboards and shot lists, record video and audio content, export final files and manage photo and video archives for the department
- » Plan all aspects of shoots: location scouting and logistics, model recruitment, releases, scheduling, and equipment and prop collection.
- » Create and implement brand guidelines for video content

### Freelance Photographer & Videographer

2012 - Present

- » Shoot and edit corporate events, weddings and product photography
- » Use soft-box lighting with 3-point light setup for product shots and portraits
- » Create shot lists and source ideal locations based on client vision

## EDUCATION

Endicott College

**BFA** | Visual Communications

**Major** | Graphic Design

**GPA** | 3.5/4.0