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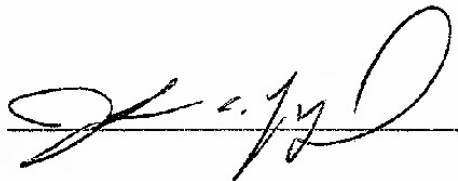
To whom it may concern,

I have extensive experience in advertising & media production. I have film production & photography experience as I have been working in this industry for more than 18 years. I direct and work in post-production as a film editor / motion graphics developer. Market analysis, media strategy and design are fundamental elements within my skill-set. My work within this industry has afforded me a thorough knowledge of Final Cut Studio, Avid Cinema, and Adobe Creative Suite.

While I have production experience, I also have excellent communication skills and an aptitude for customer service and sales. My past experience as a creative director and product marketing manager have proven necessary for focus while providing quality customer service and care. These experiences enabled me to work with all types of people. I believe that my communication skills partnered with my multimedia and development knowledge could prove an asset to your team.

Thank you for your consideration. I can be reached at (828) 234-6347. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joshua A. Lloyd', written over a horizontal line.

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Joshua A. Lloyd  
Brand Content Strategy  
Media Production & Development  
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## JOSHUA A. LLOYD

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### PROFILE

Proven leader with a strong foundation in Film & Multimedia, photography, commercial art, and computer applications. Complemented by knowledge of business operations and the need for customer-focused service. Skilled in website development and Content Management Systems. Virtual Tour Specialist with expertise in the Real Estate Industry.

Track record of initiative and achievement — seeking out freelance projects, expanding job description boundaries, volunteering, and being selected for positions of responsibility within chosen field.

### EDUCATION

#### **Bachelor of Arts in Media Studies**

2005

Concentration: Motion Picture & Sound

Minor: Photographic Journalism & Design

### EXPERIENCE

#### ***JoshLloydMedia, LLC***

**05/2012 - Present**

#### ***Commercial Promotions, Marketing & Development – Salt Lake City, UT***

An innovative business promoter skilled in quality assurance, operations, sales, client relations, compliance, process flow design and management. Event, artist & athlete promotions. Business marketing & development. Virtual Tour Specialist.

- Experienced Motion Picture & Sound Development.
- Management across a wide range Multimedia Platforms.
- Outstanding human relations and communication skills.
- Experienced in developing practical and cost effective IT solutions, and systems integration projects.
- Practical experience with media restoration techniques, software integration and the consolidation of businesses.
- Experience working with independent business.
- Entrepreneurial in character, results focused with strong leadership skills.
- Strong knowledge of Concept Design.

#### ***Client: Explore Black Mountain / Creative Director***

Scope: Provide crew leadership & a multimedia based marketing program for the town of Black Mountain, North Carolina's flagship brand Explore Black Mountain and their partners in Western North Carolina. Create and execute platform strategies while collaborating with local stakeholders and the Visit Asheville & Explore Asheville brands for cross promotion. Organize, prepare and share this marketing content globally through travel agencies and websites around the world.

#### ***Client: Ferrari of San Diego / Photographer, Videographer***

Scope: Promotional stock media & scripted production developed for internal use by Ferrari of San Diego & their affiliate The First Gear Project. Interview segments are provided as well as on site action and portrait photography. Highly involved with the collaboration of video production and media distribution.

#### ***Client: SFAN.tv / Marketing Specialist, Post Production***

Scope: Produce & develop commercial media promotions for SFAN.tv and it's advertisers. Work with chroma-key composite (green screen) editing tools to develop in-studio live broadcast feeds. Online video marketing, Social Network administration, content management systems, commercial market analysis, on-site sales & client relations, real world market integration. Implement graphic design and print media to marketing platforms. Virtual tour development, commercial photography & 3D motion graphic development.

***Client: Sodexo: World FM Day / Production Coordinator, Video Editor***

Scope: Promotional broadcast scripted and developed for internal use by Sodexo on June 28<sup>th</sup>, 2012. Sodexo is a service provider for multiple Fortune 500 companies. Highly involved with the collaboration of video production and media distribution. Post production, motion graphics and concept design were also fundamental assets of this client's final product.

***Client: NSON Opinion Strategy / Video Editor, Content Strategist***

Scope: Presidential Campaign Deployment for Our America Initiative. Develop commercial promotions for the Gary Johnson Presidential campaign as well as both state and local government nominees. Develop advertising strategies and campaign commercial platforms for the election cycle. He continues to work with NSON on other projects not related to the election calendar.

***Client: RaceCo of Tooele, Utah / Film Producer, Content Strategist***

Scope: Provide crew leadership & multimedia based interview platforms for the RaceCo facility, their team/drivers, and their partners in North America. Work closely with pit crew & team management during race events to ensure that they are able to organize, prepare and share their accomplishments globally with other brands & racing organizations around the world through multiple video outlets.

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***The Canyons Mountain Resort***

12/2012 – 04/2013

Photographer & Sales Strategist – Park City, Utah

Worked with clients of Sharp Shooter Imaging to incorporate the photography process so seamlessly into the guest's visit that it becomes a key element in the overall experience. The priority for our clients is to not only enhance that experience but also to deliver a compelling personalized memory of the guest's visit, while utilizing our technology and web imaging program.

Became Team Leader only after working with Canyons for 2 months. He also has the highest sales average for the entire company. Worked closely with clients on site to produce both private and commercial based media that exceeds our expectations as an on-site multimedia company.

***AltaSky, LLC***

7/2006- 5/2012

Advertising & Multimedia Director - (Regional) Southeast

Provide creative solutions for client needs for multimedia & marketing strategy. Develop video promotions for special events and sports venues around the region. Produce commercial film promotions for both the web and television. Utilize expertise in photography, film production, photographic and film editing, digital and web design, and translation to meet client needs.

***Client: Kawasaki Motors Corp., U.S.A.***

Scope: Produced several commercial spots for Hager Cycle World, a licensed Kawasaki dealership. Evolved position to include additional media shot by Kawasaki Motors. Edited content and produced short demo reels for each machine within inventory. Increased client visibility within online market.

***Client: The USA South Athletic Conference***

Scope: Oversaw production of commercial campaigns shot on location at over a dozen universities in the Southeast. Collaborated with USA SAC staff to complete scripts and organize efforts for production. Produced thirteen separate commercials to be used for conference and university promotions.

***Client: Dodge Viper***

Scope: Filmed, photographed, and produced documentary for the South Florida Viper Club's tour through the Great Smoky Mountains.

**Client: North Carolina Hare Scramble Association**

*Scope: Filmed and photographed NCHSA events throughout the Southeast, USA. Promoted racing series via photography and video production services. Produced advertisements, edited highlight videos and uploaded content to their website for further promotion of the series.*

**Sharp Shooter, Inc.**

5/2009-1/2010

Photographer - Biltmore Estate, Asheville, NC

Produce high quality portraits for tourists coming through the estate on a daily basis. Shot specialty portraits for high paying clients. I found time to work as a landscape and architectural photographer over time.

**LifeTouch Portrait Studios**

Photographer - Wilmington, NC

Traveled to elementary, middle and high schools to photograph students for personal and school use. Performed a variety of on-site and studio work that included sports events, proms, and yearbook photography. Completed post-production work such as photo editing, retouching, and graphic design within assigned job duties.

**Wake Forest University**

10/2004-5/2005

Primary Film Editor on Lakota Nation Documentary - Winston-Salem, NC

Edited documentary film utilized by all of the Lakota Elementary and Middle schools as a learning language tool to teach the Lakota tribe's youth speak in their native tongue and preserve their strong sense of tradition.

**Triad Calendar**

4/2002-5/2003

Photographer/Promotional Assistant – Greensboro, NC

Photographed social events around the Triad area. Completed post-production work and uploaded photos to the Triad Calendar website for public use.

## **SKILLS**

- *Experienced Motion Picture & Sound Development.*
- *3D Graphic and Motion Design.*
- *Management across a wide range Multimedia Platforms; Mac OS, Win7, Linux Systems.*
- *Outstanding human relations and communication skills.*
- *Experienced in developing practical and cost effective IT solutions, and systems integration projects.*
- *Practical experience with media restoration techniques, software integration and the consolidation of businesses.*
- *Experience working with independent business. (start-ups)*
- *Entrepreneurial in character, results focused with strong leadership skills.*
- *Strong knowledge of Media Strategy & Concept Design.*
  
- *Application Proficiency: Final Cut Studio, Adobe Premier, Avid Cinema, Adobe AfterFX, Adobe InDesign, Adobe Photoshop, Adobe Bridge, Adobe Lightroom, Microsoft Ice, Microsoft Office, Z Brush, Photomatrix Pro.*
- *Camera Experience: DSLR, 35mm, 16 mm.*
- *Black/white and color film processing and printing.*

## **SPECIALTIES**

- *Media Strategy & Consulting*
- *Advertising & Market Influence*
- *Film & Video Production*
- *Film & Video Editing / Motion Graphic Design*
- *Photography & Photo Restoration*
- *Web & graphic Design*
- *Virtual Tour Specialist*
- *File transfer & Conversions*
- *CD/DVD media duplication/replication.*

## **REFERENCES**

*Christina Covin  
Program/Project  
Management Consultant  
919 264-1225*

*Katie Smith  
National Sales Manager  
Managed Services & Digital  
Signage 336-207-7780*

*Ethan Hinson of Blue Tent  
Marketing 970-445-8094*

*Jerry Mattox of Genesis  
Consulting 828-506-0527*