



# LANCE LONG

Digital Content Creator and Marketer

With a Bachelors in Communications Video Production, I have matched that level of knowledge with 11+ years of Live - Experience in Digital Marketing. This unique combination has allowed me to help countless entrepreneurs and businesses create effective Digital Content and meet there marketing goals.

Currently, I am seeking a position where my proven skills in Marketing, Brand Development and Content Creation can help an organization curate and develop an engaging brand that provides great value to it's consumer base.

## CONTACT

PHONE:  
770-873-0717

WEBSITE:  
Longshotsmedia.com

EMAIL:  
Lance@Longshotsmedia.com

## SKILLS

- Event + Studio Photography
- Video Production + Editing
- Audio Recording + Editing
- Audio Visual Setup + Troubleshoot
- Pre - Production Scheduling, Budgets, Script Writing and Storyboarding
- Adobe Creative Suite

## RELEVANT SKILLSETS

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### **Creative Director**

Highly experienced Digital Content Creator with 11+ years of experience in creating distributing and archiving Digital Content. Specializing in both Photographic Techniques and Video Production. I have many years of experience in leading production teams and communicating with high - level executives to negotiate budget, scheduling and brand direction.

### **Video Production & Editing**

Multi-disciplined Video Content Creator and Editor. With over 10+ years of live experience in the Commercial, Radio, Television and Event Marketing Sectors. I have managed productions teams, worked with externals teams and worked solo to produce professional Video Content that has reached millions of viewers to date. My unique skills in this area is my ability to work within tight deadlines, budgets and teams to help create engaging content.

## WORK EXPERIENCE

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### **Asset Management & Association Services - Video Marketing Director + Event Photographer**

August 2021 -Present

Providing Effective Video Marketing Solutions. Generating useful awareness thru Interactive and Compelling Video Content. Coordinating Audio and Video Productions.

Responsibilities include;

- Pre Production (Storyboarding, Script-Writing, Logistics, Communication, Market & Product Research, Equipment Management & Procurement)
- Production ( Audio & Visual Installation and Troubleshoot, Audio & Video Recording. Lighting installation and troubleshoot
- Post Production - Video, Audio & Motion Graphics Editing, File Archiving and Distribution.

- Event Photography - Journalistic coverage of an event, including portraits, key shots and candid photos. Events range from small 100 person events to large events holding 1000+ attendees

- Photo Editing - Archiving, Editing and Distributing Photos. Ensuring that all photos meet quality standards before reaching required distribution channels

### **LongShots Media LLC - CEO (Lead Photographer)**

[Dates From]–[To]

Consulting, Planning and Implementing Media Content Creation and Distribution methods. With the Intent to improve Marketing and Sales Efforts Creating original media content of all types, including Photo, Video, and Graphics

- Oversaw various photo/video projects from conceptualization to completion
- Protected company reputation and built loyal client base by working relentlessly to resolve problems and improve customer satisfaction
- Assisted clients with setting up social media profiles for business activities
- Improvised photographic methods and techniques • Collaborated with clients to guarantee satisfaction with advertisements
- Explained price and package details to customers
- Adhered to all corporate brand guidelines when preparing graphic materials
- Maintained customer expectations with open consultations and frequent communication
- Recommended techniques, methods and media best suited to produce desired visual effects

### **TakePicsHere.com - Founder (Lead Developer)**

[Dates From]–[To]

TakePicsHere is Photo Location Finder that not only helps photographers find amazing locations, it also inspires Exploration and Learning with weekly photo challenges and tutorials! Visit [TakePicsHere.com/ how-it-works](http://TakePicsHere.com/how-it-works) to learn more

To create this directory, is used these skills;

- HTML/CSS
- Market Research & Analytics
- Photography, Video Production & Graphic Design
- Blog Writing
- SEO - Asset Management
- Marketing Communications
- Web Development

- Copywriting

- Brand Development