

# ZACHARY BUTLER

Producer/Editor

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## S O C I A L

in zachary-butler

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## P R O F I L E

Creative Producer and Editor with 10+ years of experience in digital video creation, specializing in post-production. Proven track record of delivering high-quality content for major brands and educational institutions.

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## E X P E R I E N C E

### ○ INSTRUCTIONAL MEDIA PRODUCER

2021 - Present | Cornell University

- Collaborate with faculty and instructional designers to concept, shoot, and edit documentary-style videos about the student experience at Cornell
- Manage and track digital assets on media server to distribute across university departments
- Train student workers in video production and editing
- Achieved 5x increase in views and 2x increase in subscribers for department YouTube channel

### ○ EDITOR

2017 - 2020 | FBE, INC

- Edited 2-3 videos per week averaging 1-2 million views for the REACT and REPLAY YouTube channels
- Finalized episodes with sound mix, color correction, and graphics
- Developed and implemented new workflows for editors and assistant editors to improve department efficiency

### ○ EDITOR

2015 - 2017 | DEFY Media

- Edited videos for DEFY MEDIA brands including Smosh, Warp Zone, and Clevver TV
- Specialized in branded content for major clients including Google, Sony, Kellogg's, and Blizzard Entertainment
- Collaborated with producers to incorporate notes from clients, producers, and executives

# SKILLS

## Technical Proficiency

- ▶ Adobe Premiere Pro
- ▶ Adobe After Effects
- ▶ Adobe Photoshop
- ▶ Adobe Audition
- ▶ DaVinci Resolve
- ▶ Frame.io
- ▶ Google Suite

## Core Competencies

- ▶ Video Editing & Post-Production
- ▶ Sound Mixing & Color Correction
- ▶ Creative Problem Solving
- ▶ Collaborative Production
- ▶ Digital Asset Management
- ▶ Workflow Optimization

## PRODUCER/EDITOR - FREELANCE

2013 - Present | Various Clients

- **Burning Sofa** - Podcast and social media video production
- **Wizards of the Coast** - Edited videos for Magic: The Gathering channel
- **Caltech** - Faculty video bios, fundraising videos, and social media content
- **Documentary Feature** - Produced, directed, and edited documentary feature; winner of Audience Choice at San Francisco Black Film Festival
- **Lemonlight** - Edited digital advertisements for Zircon hardware

## ADJUNCT INSTRUCTOR

2010 - 2013 | University of Montevallo

- Taught three classes per semester in English literature, composition, and media studies

# EDUCATION

## MASTER OF ARTS

2008 - 2010 | University of Wisconsin-Milwaukee  
Film, Television, and New Media Studies

## BACHELOR OF ARTS

2004 - 2008 | University of Montevallo  
English Literature