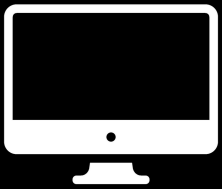




WILL FLOOR

Contact

801-243-5159
williamwfloor@gmail.com
willfloor.com



Software

Premiere Pro
Audition
Photoshop
Lightroom Classic
After Effects
Illustrator
Abelton Live

References given upon request.

PROFILE

Skilled and creative media producer with background in camera operation, video editing, sound designing, and the whole production process from beginning to end. Collaborating effectively in group environments as well as individual projects, I am always looking for new opportunities to grow as a diverse filmmaker.

EXPERIENCE

MULTIMEDIA PRODUCER MAGNUM BIKES | MAR 2022 - PRESENT

- Crafts all video assets for the company, ranging from overview videos, commercials, and social media content.
- Prepares pre-production assets based on marketing objectives with creative briefs, storyboards, scripts, casting calls, and location scouts.
- Directs actors and crew members on set, alongside handling camera operations in outdoor environments.

EDITOR MY MEDIC | AUG 2020 - MAR 2022

- Designed and produced videos ranging from social media/TV ads, training videos, and weekly social media posts resulting with an average ROAS of 5x and views of +5,000.
- Strengthened brand voice by conceptualizing creative briefs, storyboards, and pitches for content.
- Utilized skills in editing, sound design, composition, animation, special effects, graphic design, and photography.

SOUND EDITOR / SOUND DESIGNER PRAIRIE DUST FILMS | FEB 2020 - MAR 2020

- Managed the sound landscape in post production of the short animation, "Nurturing Roots".
- Researched and used royalty free sound bites for piece.
- Performed Foley recordings.

EDITOR UNCAGE THE SOUL VIDEO PRODUCTION | AUG 2019-SEP 2019

- Collaborated in post-production on a recap video for *Moving Mountains for Multiple Myeloma*.
- Created narrative dialogue from interviews and b-roll sequences in the editing process.
- Organized and grouped media files.

DIRECTOR / CAMERA OPERATOR / EDITOR OREGON WILD: BREWSHED ALLIANCE | JAN 2018 - MAY 2019

- Created and collaborated a branded video for use in marketing the organization's mission to conserve water in breweries around the Pacific Northwest, which included coordinating and traveling to 8 breweries across the state of Oregon.
- Performed multiple roles of camera operation, lighting, sound recording, and editing of content.
- Directed and coordinated production assistants on set.

VIDEOGRAPHER JOHNSON CREEK WATERSHED COUNCIL | DEC 2017 - MAY 2019

- Executed filming multiple restoration events and river surveys led by the council.
- Collaborated with the council and other videographers on producing short documentary style videos of community participation in environmental restoration.
- Edited and media managed footage with co-videographer.

PRODUCER / DIRECTOR / ACTOR / EDITOR / COMPOSER BETWEEN A ROCK AND WATER (NARRATIVE SHORT) | JAN 2019 - MAR 2019

- Directed, produced, and wrote a narrative short film.
- Coordinated cast and crew for production days.
- Facilitated contributions of collaborations.
- Composed soundtrack and performed sound designing.

CO CREATOR OREGON WILD: THE PHOTOGRAPHER | SEP 2018 - DEC 2018

- Facilitated and pitched branded video ideas to the organization in a formal pitch setting.
- Storyboarded ideas for the video.
- Coordinated transportation for crew and collaborated in the post production process with the editor.

VOLUNTEER EXPERIENCE

RADIO DJ KPSU RADIO | JAN 2016 - JAN 2019

- Performed live DJ sets mixing genres of edm, hiphop, reggae, and electronic music weekly.
- Marketed and advertised the show through social media platforms and website blog.
- Promoted local events in the Portland, OR, area and had guest mixes.

KAPPA SIGMA GRAND TREASURER THETA-EPSILON CHAPTER @ PORTLAND STATE UNIVERSITY | JUN 2016 - JUN 2017

- Oversaw and managed the chapter's finances.
- Collected membership dues and made payments to HQ.
- Managed and attended volunteer and fundraising events with organizations like Friends of Trees and Doernbechers Children's Hospital.

EDUCATION

BACHELOR OF ARTS, MAJOR IN FILM, MINOR IN SUSTAINABILITY

PORTLAND STATE UNIVERSITY | 2015 - 2019

SKILLS & TRAITS

- Camera Operation
- Audio Production
- Photography
- Video Editing
- Sound Editing / Designing
- Composing
- Copywriting / Storyboarding
- Motion Graphics / Animation
- Creative Development
- Media Management / Naming
- Creative and Collaborative
- Motivated Self-Starter
- Adaptable
- Strong Communication
- Team Player
- Organized and Detail Oriented
- Excellent Physical Endurance
- Cool Under Pressure
- Works Well in Groups and Independently
- Curious and Always Experimenting