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## RICK PEARSON

[mindcreatesmeaning.com](http://mindcreatesmeaning.com)

### PROFILE

**Producing Director** (video & film), **Virtual Production Supervisor** (YouTube & Film), **Cinematographer / Commercial Photographer** (entrepreneurially serving ad agencies & third-party production houses).

**Digital Product Manager** and **Managing Web Developer** of the independent, open-source Digital Experience Platform (DXP): 'Autonomy & Agency (*now on version 4.1.0*)' providing a unified solution combining Content Management System (CMS), Multi-endpoint Social Media Syndication, E-Commerce, Multi-channel Audience Communications, and integrated Customer Relationship Management (CRM) capabilities in service to independent content creators and media-savvy organizations.

### EXPERIENCE

#### **Real-Time Virtual Production Supervisor, PearsonMedia LLC.; 2019-Present**

Bridging gaps between traditional media production pipelines and emerging technologies via real-time render engines, gaussian splatting/photogrammetry (*environment & object scanning*), and camera-motion-tracking for integrating live-performances and digital environments. Experienced in volumetric effects and lighting, simulated physics, and realtime post-processing effects.

- Adopting cutting edge video production technologies, developing repeatable pipeline workflows and establishing best practices for working with emerging technologies.
- Optimizing production operations through specialized tool development and automated processes - reducing new project startup time by  $\approx 30\%$  and increasing scriptable render pipeline project efficiencies.
- Elevating final production value through integration of virtual assets and live-action production resources; ensuring high visual fidelity and consistency across all stages of production.
- Combining specialized technical expertise with demonstrated creative skill sets.
- Documenting virtual production best practices and outcomes; contributing insight and workflow efficiencies for use in future production efforts.

#### **Online Virtual Production Educator - Web & YouTube; 2019-Present**

Educating creatives (*producers, directors, and technical teams*) on emerging virtual production pipelines and workflows utilizing LiDAR, camera motion tracking, virtual sets, volumetric effects and lighting, simulated physics, and real-world environment scanning for use within The Unity Real-time Engine.

- Disseminating complicated principles into easily-digestible live technical-demonstrations and online video tutorials catering to independent filmmakers and storytelling technologists.
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### **Social Media Marketing Specialist, 'Autonomy & Agency', 2024-Present**

Planning & executing on customer-facing marketing content and strategies. Creating social media education-content/ads using video, still photography and graphical messaging. Automating social media content calendars. Monitoring social media analytics and audience engagements. Implementing strategy adjustments via incoming data. Working to meet the marketing needs of the self-developed Digital Experience Platform: "*Autonomy & Agency v4.1.0*".

- Conducting demographic, psychographic, and behavioral research and analysis of target audience to define social media strategies and competitor research to monitor market trends and confirm distinct brand positioning for product.
  - Adhering to established social media strategies while adopting best practices for social media platforms and publishing schedules.
  - Generating new ideas for social media posts, campaigns, and strategies.
  - Producing videography, photography, and graphical assets for use in branded social media initiatives.
  - Creating social campaigns/ads for social media platforms and product website through production efforts including video editing, photo editing, live-streaming workflows, & content scheduling automations.
  - Uploading social media content to inspire curiosity, cultivate visibility, open conversations and convert audiences into customers.
  - Engaging audience comments and conversations. Responding to brand mentions and social listening data-points, Seeking out positive methods for maintaining meaningful dialogue that leads to target audience conversion.
  - Monitoring social analytic information - forming and implementing adjustments to content and strategy for the cultivation and maintenance of optimal outcomes.
  - Actively overseeing A/B testing initiatives against multiple social variables. Forming a data-driven optimization methodology illuminating greater efficiencies relating to future content, increases in audience engagement, and positive user brand-experiences.
  - Elevating, supporting, and capitalizing on efforts and outcomes of previous career position: '*Web Platform Developer, 'Autonomy & Agency v4' (2023-2024)*'.
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### **Digital Product Manager: Unified Digital Experience Platform, 2023-2024**

Conceptual Project Lead, Market Researcher and Managing Developer of the open source crowdfunding membership platform providing independent business infrastructure to independent content creators seeking greater retention over their generated revenue and greater control over their own business operations.

- Administered early-stage research and development to evaluate project viability through strategic utilization of publicly available open-source resources and code libraries.
- Authored written project proposal detailing scope, purpose, market demand, buyer personas, projected value to user, in addition to outlining technical processes and workflows for efficient project development and completion.
- Executed on project proposal while protecting and securing work progress through use of versioning control systems to establish strategic save points and project backups.
- Engineered a unified digital web platform incorporating CMS, CRM, payment processing, and social media management tools.
- Implemented SEO best practices and performance optimizations to maximize platform efficiency and visibility.
- Conducted rigorous six-month stress tests to ensure robustness and usability under diverse real-world conditions
- Delivered a commercial-grade product to streamline online business operations for independent content creators.
- Demonstrated ability to manage complex projects from conception to completion.
- Fulfilled project objectives within specified timeframes.
- Showcased proficiency in self-directed research, development, project completion and problem-solving within a technical working environment.

### **Facilities Manager, Studio Owner, StudioDayton; OH 2012-2016**

Supervised and managed production facilities, equipment maintenance, educational events, open houses, and scheduled studio rentals.

- Host & Organizer of studio tours and open-house events.
  - Built and maintained cyclorama wall (20'x16').
  - Maintained functionality of studio rental equipment.
  - Implemented in-studio training programs (*Beginner-intermediate technical camera training + advanced courses on artistic direction and creative executions*).
  - Served as primary contact + supervisor for studio rental schedule.
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**Commercial Stills Photographer, Pearson Media LLC.; OH 2009-PRESENT**

Supporting ad agencies, production houses, and direct clientele alike in producing commercial-grade still photography for advertising and marketing purposes.

Supervising project specific teams; creative and logistic direction from concept to completion.

- Directs and manages teams comprising ≈10 crew members including set builders, stylists, makeup artists, camera assistants and lighting technicians to bring creative visions to life on-schedule and on-budget.
- Collaborates with art directors, ad agencies, and marketing teams to ensure resulting photography aligns with brand style guides and campaign objectives.
- Extended company's service offerings to include high-end commercial photography, food photography, and executive portraiture to expand company's existing full service video production service offerings, achieving a 28% increase in business revenue within the first year.
- Cultivated new agency and client relationships for newly added services while managing existing relationships, overseeing daily business operations and executing on projects in production.

**Producing Director (Founding), Pearson Media LLC.; OH 2007-PRESENT**

Supporting agency and direct clientele alike with independent ideation, creative direction, and third-party audience analysis research. Managing production pipelines (*pre-production through post-production*). Overseeing and adhering to budgetary and scheduling constraints while coordinating cross-functional communications between all involved project stakeholders and participants.

- Generates strategic partnerships through networking. Nurturing new business development relationships resulting in increased market visibility and growth of client list.
  - Directs and supervises cross functional teams and department heads across the specialized crafts of art department, preproduction, production, post-production and client interfacing staff positions. Runs production offices.
  - Applies wide array of experiences to aid, predict, target, and attain calculated paths of continuing revenue successes.
  - Stepped out on a limb, establishing a new startup venture as a distinct business entity in adherence to state and legal regulations.
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### **Commercial Services Producing Director, SBG; Dayton, OH, 2004-2007**

Led discovery meetings. Conceptualized, pitched, wrote, produced, directed, photographed, edited and delivered television advertisements/limited engagement ad campaigns for broadcast. Worked collaboratively with ad-sales teams, commercial clients, production support staff, and on-air-programming departments. Delivered on satisfying client objectives through revisionary measures and reporting on key performance indicators.

- Cultivated new client confidence during discovery meetings which contributed to increases in new business relationships and ad sales revenue.
- Scheduled client meetings, conducted research on target audience demographics for an ever-evolving client list. Regularly developed an internalized understanding of client specific pain-points to develop challenge resolving content and strategy solutions for commercial clients.
- Pitched creative strategies in client meetings. Discussed various approaches and projected outcomes.
- Coordinated production schedules with the department of programming to ensure successful adherence to campaign start dates.
- Wrote and revised advertising scripts to satisfy client preferences and objectives.
- Directed on-air talent, staged product placements, served as primary point of contact for clients on set and throughout all phases of production.
- Spearheaded video advertising production efforts for campaigns to ensure timely delivery and quality assurance for all produced advertisements.
- Participated in open communication channels which involved sales representatives, advertising clients, and cross-functional teams.
- Streamlined commercial services output, workflows, and archival efforts. Reduced departmental inefficiencies.
- Conceptualized, wrote, directed, & produced >150 on-air advertisements.

### **Promotions Producer, Sinclair Broadcast Group; Dayton, OH, 2003-2004**

Assembled on-air promotional content for regional network-affiliate broadcast publicity and branding operations. Executed efforts to achieve goals of increasing local viewership ratings, engagement with community live-events and the upholding of station reputation to satisfy network branding initiatives.

- Used video editing software to attach affiliate branding to network originated promotional content.
  - Used broadcast camera equipment to record in-studio content to promote local affiliate programming.
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- Worked with sales management, new media managers, and supporting staff to conceptualize and execute on marketing strategies to highlight news, entertainment, and sports programming.
  - Created video content for on-air promotions, giveaways, and contests, which resulted in increased viewer participation and enhanced community engagement.
  - Acquired first career experiences with professional scriptwriting.

**News Photographer, Sinclair Broadcast Group; Dayton, OH, 2001-2003**

Self-directed field operations relating to daily news desk assignments. Conducted field interviews, generated b-roll and supporting visuals, assembled air-ready edits under tight deadlines associated with fast-paced nightly news broadcasts. Supported Executive Producer's programming strategies. Collaborated with Show Producers and Field Reporters to generate relevant news stories and engagingly cohesive half-hour/full hour broadcasts.

- Reported to Executive News Director & show producers. Delivered on assignments to construct nightly news packages for broadcast.
  - Operated electronic news gathering (ENG) broadcast camera equipment, microwave-transmission news trucks, and linear / non-linear video editing equipment in service of the nightly news.
  - Worked in collaboration with field reporters to develop clear and concise current affairs news coverage to consistently satisfy daily deadlines within a dynamic and fast-paced news cycle.
  - Learned valuable early career lessons relevant to organizational efforts and the evaluation of priorities for any order of operations.
  - Thrived within a fast-paced cross functional team environment which involved engineers, editors, producers, sales, programming, master control personnel, and station general managers.
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## SKILLS

### **Project Origination & Project Management Skills**

- Project Discovery & Research Initiatives
- Proposal Writing & Pitch Sessions
- Storyboarding & Pre-Visualization
- Script writing (Video) & Copywriting (Web & Social Media)
- Production Pipeline Management
- Workflow Process Documentation
- Informational Display & Presentation
- Content Management Systems (Implementation & Maintenance)
- Customer Relationship Management Systems (Relationship Tracking)

### **Technical Production & Pipeline Related Skills:**

- Camera Systems (Video and Stills Photography)
- Camera Support Systems (Jibs, Dollies, Gimbals, Vehicle Mounts, Tripods)
- Lighting Systems (Studio Lighting, Electronic Field Production Lighting Kits)
- Audio Recording Systems (Single-System Audio and Double-System Audio)
- ENG Live-Truck Operation
- Operational proficiency with TriCaster Elite 2
- Realtime Virtual Production Pipelines & Workflows
- Emerging Technologies Research & Implementation
- Color grading for film and video
- Post Processing for still photography
- Editing for video and film (Davinci Resolve, FCPX, Avid, Premiere)
- Photogrammetry (3D Object scanning for use in virtual projects, *1st Gen.*)
- Gaussian Splatting (3D Object scanning for use in virtual projects, *2nd Gen.*)
- Frontend & Backend Web Development (Client & Server-side Skillsets)
- Wordpress Development & Installation Optimization
- Wordpress Management & Security Operations
- Web Performance Optimization
  - WCAG Accessibility Compliance Optimization
  - Page Performance Optimization

### **Creative Trade Skills:**

- Project Conceptualization & Idea Generation
  - Cinematography (Broadcast & Corporate Levels)
  - Still Photography (Commercial Level)
  - Social (Media) Ad Creation (Design & Layout)
  - Creative Writing
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**Software Proficiencies:**

- Video Editing Software (FCPX, Adobe Premiere, Avid, Davinci Resolve Studio)
- Virtual Production Realtime Engines (Unity 3D)
- Photo Editing Software (Adobe Photoshop, Canva)
- Content Management Systems (Wordpress)
- Word Processing Software (Microsoft Word, Apple Pages)
- Presentation Software (Microsoft Powerpoint, Apple Keynote)
- Spreadsheet Software (Microsoft Excel, Google Sheets, Apple Numbers)

**SOFT SKILLS**

Independent ideation. Collaboration. Team & Project Support. Leadership. Research & Analysis. Self direction. Written and verbal communication. Procedural mindset. Personal discipline. Creativity. Technical inclination. Problem solving. Innovation.

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