



Rick Pearson

PRODUCING DIRECTOR (Media & Video)

Cinematographer, (Producing) Director, Colorist, PreViz Animatic (Storyboard) Artist, & Virtual Production Specialist. 17 yrs. experience behind the camera, in the edit suite, and producing in the field. 12 years experience studying theatre, direction, and performance. Organized & efficient in managerial roles; happiest when creating. Collaborative, self-directing, & naturally communicative. Enthusiastic in the exploration of emerging technologies. Entertaining opportunities for applying collective skillsets toward the benefit of community, connection, engagement & creative fulfillment.

SKILLS

- Research & Planning
- Communication
- Idea Generation
- Workflow Strategy
- Team Coordination
- Self Direction
- Self Accountability
- Self Discipline
- Adaptability
- Software Adoption
- Hardware Adoption
- Analytics Tracking
- Analytics Response
- Conflict Resolution
- Creative Thinking
- Troubleshooting
- Problem Solving
- Time Management
- Scope Management
- Video Field Producing
- Conducting Interviews
- Cinematography
- Lighting (Video & Stills)
- Video Editing / Post
- Video Color Grading
- VFX Compositing
- Cam. Motion Tracking
- Sound Recording
- Studio Maintenance
- Social Media Mgmt.
- Comm. Photography.
- Wordpress Dev / Mgmt.
- Mindset/Energy Mgmt.

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CAREER EXPERIENCE

Virtual Production Supervisor, PearsonMedia LLC.; 2019-Present

Employing emerging visual technologies to bridge gaps between traditional video production pipelines, future workflows & audience expectations.

- **Strategizing, conceptualizing, & creating** real world media output through use of realtime render engines, virtualized object scanning, camera-motion-tracking, live-performance production, simulated physics & environments, volumetric atmospheric effects and realtime cinematic post-processing.
 - **Developer of production pipeline template** streamlining project starts.
 - **Expediting project turnarounds** and shortening project timelines.
 - **Optimizing operations** through self-developed scripts, tools & automated processes - lowering hardware requirements while increasing efficiencies.
 - **Delivering high production values** on fiscally responsible budgets.
 - **Protecting commercially-professional visual fidelity** across projects & ensuring consistency across all stages of production.
 - **Embodying technical expertise with creative vision.**
 - **Publicly documenting & educating others** on matters relating to best practices, virtual production technologies, and production optimizations via YouTube.
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Social Media Manager, PearsonMedia LLC.; 2024-Present

Strategizing, conceptualizing, planning, creating, producing, scheduling and publishing public-facing social media content across Instagram, YouTube, Facebook Pages, Twitter (X.com), LinkedIn, and ActivityPub Protocol powered networks.

- **Tailoring & curating** content for individual platforms.
 - **Conceptualizing post ideas.**
 - **Utilizing mixed media** of video, graphics, still photography & audio posts.
 - **Researching audience demographics and competitors** to define present & future social media strategy.
 - **Monitoring trends** and strategically adopting or judiciously ignoring based upon desired outcomes.
 - **Employing established best practices** for individual social media platforms and publishing schedules.
 - **Creating original visual assets** using videography, photography, and graphics, and audio for use in branded social media initiatives.
 - **Producing final-pixel social media output** via video editing software, photo editing software, podcast editing software.
 - **Publishing posts** across Instagram, Facebook Pages, Twitter (X.com), LinkedIn, and Activity Pub Protocol.
 - **Streamlining content scheduling & publishing efforts** via self-developed centralized CRM + CMS + Social Media Syndicator powered by Wordpress ([Info on my custom self-developed solution here](#)).
 - **Inspiring curiosity and opening conversations.**
 - **Cultivating visibility** and converting niche audiences into fans & customers.
 - **Engaging with audience interactions** using timely responses to comments, conversations, public brand mentions and social listening data-points. Seeking positive methods for maintaining meaningful dialogue leading to target audience conversion.
 - **Monitoring & acting upon analytics performance** - implementing adjustments to content and strategy for the cultivation of optimal outcomes.
 - **Actively conducting A/B tests** on thumbnails, publishing parameters, and messaging.
 - **Supporting brand goals** and overall mission.
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Digital Product Designer, PearsonMedia LLC., 2023-2024

Conceptualizing engineer of original digital product satisfying an unmet market need.

- **Researching Market**, assessing viability of venture prior to project start. Examining customer pain points, unmet needs & existing market solutions.
 - **Managing Strategy**, overseeing product development. Assigning tasks to align with projected timelines and desired outcomes.
 - **Writing project proposals & documents** for internal guidance detailing scope, timelines, development details, financial investments, target users, marketing, alignment with longterm company goals and desired contributions to community.
 - **Capitalizing on open-source libraries** and components to expedite development iteration cycles and protect legal commercial uses.
 - **Constructing tech-stack** through a process of vetting, disqualification, and selection of technologies deemed suitable for building an integrated, subscription free, self-hosted, multi-stream revenue generating digital experience platform.
 - **Developing & engineering a unified media monetization platform** integrating an internal CRM, CMS, Social Media Syndicator, Video Live Streaming, Audio Podcasting, YouTube APIs, E-Commerce capabilities, Online Payment Processing, Push Notifications, Financial Donor Support, and [verifiably unsurpassed SEO and page speed performance metrics.](#)
 - **Implementing versioning control systems** establishing progress save points, project backups and emergency restore points.
 - **Prioritizing modularity**, ensuring best practices relating to search engine optimization, high Google Web Core Vitals and performance metrics scores to maximize platform discoverability, visibility, & adoption.
 - **Conducting long term, post-build stress tests** over eight months to shake out bugs, refine usability, and ensure stability under diverse real-world conditions.
 - **Satisfying project parameters & timelines** (+ one month).
 - **Self-directing research, development, project completion and problem-solving** within a challenging and satisfying technical working environment.
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Studio Facilities Manager, StudioDayton; OH 2012-2016

Managing production facilities, equipment maintenance & inventory. Planning public educational events, open houses, and scheduling studio rentals.

- **Organizing & Hosting** public studio tours and open-house events.
- **Constructing and maintaining large-scale studio cyclorama wall.**
- **Tracking & Maintaining** studio's photographic rental equipment.
- **Instituting in-studio educational programs** on photographic practices.
- **Leading in-studio educational programs** (*Beginner-intermediate technical camera training + advanced courses on artistic direction and creative executions*).
- **Scheduling and supervising** the studio's rental schedule.

Commercial Photographer, Pearson Media LLC.; OH 2009-PRESENT

Working relationships with ad agencies, production houses, and direct clientele producing commercial-grade still photography for advertising and marketing purposes. Supervising project specific teams; creative and logistic direction from concept to completion.

- **Hiring, directing & managing small creative teams** (<≈5) including set technicians, set dressers, & stylists to support desirable production values on-schedule and on-budget.
- **Collaborating with advertising agencies, art directors, and small business marketing teams** to generate photographic visuals aligning to brand style guides and campaign objectives.
- **Producing output for various media** including print (*billboards, magazines, trade shows, restaurant menus, product catalogues*) and digital (*e-commerce product photos, corporate team portraits, trade show and convention photography, digital menu boards*).

Producing Director, Pearson Media LLC.; OH 2007-PRESENT

Entrepreneurially supporting clientele (advertising agencies, production houses, and small businesses) with creative direction based upon targeted audience analysis research. Coordinating cross-functional communications between involved stakeholders and participants.

- **Managing production pipelines** (*pre-production through post-production*).
 - **Monitoring budgetary and scheduling** parameters.
 - **Coordinating communication** between stakeholders.
 - **Nurturing new business relationships.**
 - **Writing Project Proposals** and answering RFB inquiries.
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- **Field Producing** on-set and on-location for short form video content.
 - **Directing and supervising department heads** spanning small to medium sized video production teams.
 - **Doing more with less**, producing videos as a one-man-band.
 - **Running production offices** and serving as primary business contact.
 - **Engaging with emerging technologies** and new technological advances to increase production capabilities and production values.

Broadcast Commercial Director, SBG; Dayton, OH, 2004-2007

Supporting area businesses and funding local news programming through full-service production of on-air television spots (15s, 30s, & 60s) in-concert with their corresponding on-air local ad sales.

Leading discovery meetings. Conceptualizing, pitching, writing, producing, directing, photographing, editing and delivering television advertisements/limited engagement ad campaigns for broadcast. Working collaboratively with ad-sales teams, commercial clients, production support staff, and on-air-programming departments. Satisfying client objectives through revisionary measures and acting upon key performance indicators.

- **Tenure Achievement: *Invited to lead sales meetings by sales executives valuing the persuasive presence of my creative pitches*** (only member of production to receive this level of inclusion).
 - **Cultivating new client confidence** during discovery meetings; contributing to increases in new business relationships and ad sales revenue.
 - **Storyboarding creative directions** for communicating to non-visual, traditional-minded local business owners and sales staff.
 - **Scheduling all phases of creative development** from preproduction (*project research, client meetings, pre-visualization efforts, & script-writing*), to production (*on-location filming logistics, crew calls, et al.*), to post-production (*editing, color grading, sound design, voice over recording sessions, music licensing*) to delivery of final spots to the departments of 'On-Air Programming' and 'Master Control'.
 - **Reverse Engineering** creative direction from an outcome perspective.
 - **Writing original advertising scripts** to satisfy client preferences and objectives.
 - **Coordinating efforts** ensuring adherence to campaign start dates.
 - **Field producing & directing location production efforts**, on-camera talent, product placements, camera, audio, and lighting.
 - **Streamlining production pipelines** increasing efficacies and reducing workplace departmental points of friction.
 - **Bonus Achievement:** Upon conclusion of my tenure in this position, the majority of the production department demo-reel in use to incentivize new sales consisted primarily of my creative output.
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Promotions Producer, Sinclair Broadcast Group; Dayton, OH, '03-'04

Promoting on-air programming and community engagement via editing and production efforts.

- **Assembling on-air promotional content** for regional network-affiliate broadcast publicity and branding operations.
- **Executing on efforts to increase local viewership ratings**, engagement with community live-events, and promoting local news programming.
- **Serving as editor to attach station affiliate branding identifiers to network content.**
- **Working closely with sales management, new media managers, and supporting staff** to conceptualize and execute on marketing strategies to highlight news, entertainment, and sports programming.
- **Promoting giveaways and contests to cultivate viewer engagement.**
- **Began my scriptwriting career.**

News Videographer, Sinclair Broadcast Group; Dayton, OH, '01-'03

Executing daily electronic news gathering field operations. Supporting Executive Producer's programming strategies. Collaborating with Show Producers and Field Reporters to generate relevant news stories and engaging cohesive half-hour/full hour broadcasts.

- **Conducting field interviews**, listening to stories, eliciting relevant details, keeping conversation on track, managing time.
 - **Supporting field interviews with visuals**, judiciously acquired supporting b-roll, assembling air-ready news packages under tight nightly deadlines.
 - **Executing on news desk assignments** in alignment with Executive News Director & Nightly News Programming Producers.
 - **Operating electronic news gathering (ENG) broadcast equipment**, cameras, lighting packages, audio packages, microwave-transmission news trucks, and linear / non-linear video editing equipment in service of the nightly news.
 - **Working in tandem with Field Reporters** to develop clear and concise current affairs news coverage aimed at satisfying nightly assignments & deadlines.
 - **Thriving within team environments** involving engineers, editors, producers, programming, sales, master control personnel, and station general managers.
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SKILLS BY CATEGORY

Content Conceptualization / Project Origination:

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

Technical Content Production:

- Camera Systems (Film, Video and Stills)
- 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)
- Remote Microwave & Satellite Live-Truck Operation
- Live Event Switching (TriCaster Elite 2)
- Realtime Visual Effects Production
- Realtime Camera Motion Tracking
- Green screen studio and field production
- Emerging Technologies Research & Implementation
- Color grading for film and video
- Post Processing for still photography
- Editing for video and film (Davinci Resolve, Final Cut Pro, Avid, Adobe Premiere)
- Real World 3D Object Scanning (Gaussian Splats & Photogrammetry)
- Frontend & Backend Web Development (Client & Server-side Skillsets)
- Wordpress Development & Performance Optimization
- Wordpress Management & Security Protections
- Wordpress Performance Optimizations
 - WCAG Accessibility Compliance Optimization
 - Page Performance Optimization

Software Proficiencies (By Use Case):

- Video Editing Software (Final Cut Pro, Adobe Premiere, Avid, Davinci Resolve)
 - Virtual Production Realtime Engines (Unity Realtime Render Engine)
 - Photo Editing Software (Adobe Photoshop, Affinity, Photopea, 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)
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