

BRAD LOWREY

INTERNET MARKETING GURU | DIGITAL MEDIA WHIZ | SOCIAL NETWORKING JUNKIE

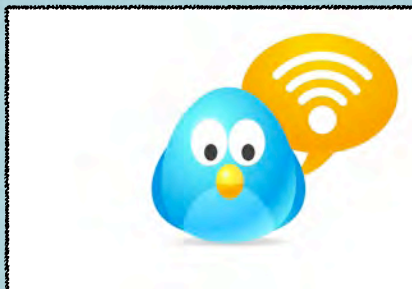


Summary of Experience

With his unique blend of creative, technology, and analytical/planning skills as well as experience in new media and social networking, Brad Lowrey is a valuable resource to consult on any Internet marketing or social media initiative. With strong creative, analytic, and technical skills, he is able to create effective strategies for almost any project while ensuring those around him have fun and gain valuable knowledge while doing it.



MASTERS: INTERNET MARKETING - Brad has his MS in Internet Marketing which has given him the skills to create efficient and effective online marketing strategies.



EXPERIENCE IN DIFFERENT FORMS OF SOCIAL MEDIA - Brad takes personal joy in using social media tools like Twitter and Facebook on both professional and personal levels.



EXTENSIVE DIGITAL MEDIA EXPERIENCE - Brad has created everything from automotive product reels and television shows to viral videos on YouTube.

Places to Find Brad Lowrey Online

(Hyperlinks functional if viewing as PDF)



Professional Experience

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VIDEO COORDINATOR

FORD MOTOR COMPANY - MAY 2008 – PRESENT

Coordinate video production, post-production, and social media integration for Ford's Public Affairs, Broadcast Operations, and Employee Communications departments. Videos produced and posted have almost had 1 million views on YouTube since May.

EXECUTIVE PRODUCER / OWNER

RELIC MEDIA, LLC - FEBRUARY 2007 – PRESENT

Manage the strategy and day-to-day activities for a wedding and event videography company. By developing an effective Facebook Ad campaign, was able to increase overall traffic to Relic's website by over 300% inside of 2 months and increased Relic's booked weddings by 75% for the year.

VIDEO PRODUCTIONS SPECIALIST

BIG COMMUNICATIONS, INC. - MAY 2006 – DEC 2008

Managed the process, workflow, scheduling, IT, and compression for a 5 person team producing up to 230 different pharmaceutical communications videos each year. Overall processes and workflow developed decreased compression and project closeout time by 65%, which saved Big thousands of labor hours each year.

ASSOCIATE PRODUCER / FINISH EDITOR

MIDWEST MEDIA, INC. - SEPT 2003 – JUNE 2005

Designed the creative vision, process, and workflow for the highly watched, 26-episode, 20X Rodeo High television series. Also managed the schedules and camera operators at each shoot location. The overall success of the broadcast led to Midwest Media being purchased and relocated to Los Angeles, CA.

BradLowrey.net

www.twitter.com/BradLowrey

www.linkedin.com/in/bradlowrey

www.facebook.com/BradLowrey

www.vimeo.com/bradlowrey

www.youtube.com/user/StrongBrad247

THANK YOU FROM BRAD

I know that there are many possibilities and applicants to choose from, so I thank you for taking the time to read my resume and check out my links and profiles online. If you have any questions about my experience or would like to chat more about how I'm a good fit, please feel free to contact me. Thank you, again, for your time and I look forward to speaking with you.

FULL TRADITIONAL RESUME

If you would like to view Brad's traditional resume as well as all of his blogs and recommendations, please visit:

<http://bradlowrey.net/>

REFERRALS

Joe Sciacchitano, Sr. Multimedia Art Director
Ringside Creative, Inc.
248.548.2500

Doug Pettinga, Video Producer
Big Communications, Inc.
248.246.5200

Cristin Cramer, Assistant Editor
Ringside Creative, Inc.
248.548.2500

Chris Watkins, Director of Services
AgKnowledge Associates
248.345.3903

“Education is the most powerful weapon which you can use to change the world.”

~ Nelson Mandela

Education

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WESTERN MICHIGAN UNIVERSITY
KALAMAZOO, MI

BA Communication, 2005

Minor: Psychology

FULL SAIL UNIVERSITY
WINTER PARK, FL

MS Internet Marketing, 2010

Current GPA: 4.0

THE TECHNOLOGY REPORT

Listed are Brad’s primary hardware and software competencies.

These lists are not exhaustive. If there is something missing, chances are, he has experience with it. Just ask him!

Software:

Adobe Acrobat, Adobe After Effects, Adobe Dreamweaver, Adobe Flash, Adobe Photoshop, all Apple Final Cut Studio 2 applications, Apple OS X (client and server), Camtasia for Mac, Google AdWords, Google Analytics, Microsoft Office (Mac & PC), Telestream Episode Pro, Wordpress

Hardware:

Apple Computers (client and server), LAN hardware (switches, routers, etc.), SAN configurations & setup, Windows compatible computers, DV format cameras and decks, HD format cameras and decks, BetacamSP format cameras and decks, video capture devices and formats, video compression hardware and formats

Certifications & Memberships

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Apple Final Cut Pro Certified Pro

Apple Certified Trainer: Final Cut Pro 5

Apple Certification Alliance

Macomb Community College MACA Advisory Board Member

Core Knowledge and Skills

Internet Marketing & SEO

Social Media & Social Networking

Video Production/Post-Production

New & Emerging Technologies

Strategic Planning & Execution

REVIEWS: WHAT PEOPLE ARE SAYING ABOUT BRAD



“I can think of many times where Brad has gone above and beyond in managing demanding projects, sacrificing personal time to get the job done. I would definitely recommend Brad to anyone seeking his services.”

— David Hamilton, Audio Engineer



“Brad accepts that not everyone is as technically savvy as he is, so he tries to explain technical subjects in a way that all Big employees can understand, which puts people at ease around him.”

— Big Communications Performance Review



“He has a genuine friendliness in his demeanor that makes him a fantastic person to be around - even if the reason you are around him has nothing to do with work!”

— Anne Faba, Project Manager

