

STEFAN WELTER

Digital | Media Producer | Consultant

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SUMMARY

Seasoned, award winning Digital Media Producer and consultant with 12+ years of experience managing complex photo – video – web – mobile app – social media – email marketing and other digital media projects. Obsessed with attention to detail and highly organized, constantly increasing efficiency and productivity while managing costs and inefficiencies. Keeping level headed under stressful circumstances while managing multiple projects, teams, deadlines and budgets. Team-player, inspiring leader and communicator, always ensuring stake holders are well informed and updated until project completion.

CORE COMPETENCIES

PHOTO/VIDEO PRODUCTION

Deep understanding and experience with complex photo/video production & post-production processes, including live action, 2D, 3D and VFX projects. Extensive knowledge of video equipment, cameras and video formats.

WEB & MOBILE APP DEV – SOCIAL/EMAIL – DIGITAL MEDIA

Experienced at managing elaborate digital media projects including web development, iOS app development, social media projects and email marketing. Advanced knowledge of production and operational digital technologies. (Software/ hardware, platforms, distribution platforms, backend systems and integration.) Innovative technical problem solving capabilities and able to adapt to fast changing technological environments.

PROJECT MANAGEMENT – OPERATIONS – FINANCE

Reliable at managing fast turnarounds, timelines and milestones.

Well versed in project management and budgeting/software.

Passionate about developing and optimizing workflows and processes.

LEADERSHIP – COMMUNICATION – CLIENT SERVICES

Excel at client services: Clear communication, adaptable and attentive.

Skilled all-levels communicator, team player, facilitator, mentor and coach.

Ability to lead production teams with calm, focused and effective demeanor.

WORK EXPERIENCE

Digital Media Producer - WELTER CREATIVE – Sausalito, CA (2014 - present)

Producing digital media projects for clients such as Banana Republic, Nasdaq Entrepreneurial Center, Basha Technologies, Upland Software and Hestan.com

Executive Producer – BARS+TONE – San Francisco, CA (2004 – 2014)

Executive Producer of one of the fastest growing SF based digital agencies. Managed team of 20+ staff members and freelance contractors and vendors. Developed and streamlined digital media work flow and production processes, consistently achieving 60-70% project profit margins

SKILLS

Photo/Video Production

- Pre-pro, production & post-production management
- Budgets & contracts
- Script & storyboarding
- Releases & clearances
- Casting & crewing
- Scouting & permitting
- Nat'l & Int'l productions
- Craft/catering/transpo
- Equipment rentals
- Aerial productions

Web Dev & Hosting

- Manage complex web design & development projects
- Wordpress (custom, templates, plugins)
- Site architecture & wire framing
- SEO: strategy and implementation
- Hosting and domains

App Dev

- Manage large scale iOS projects (iPhone & iPad)
- Testing, publishing, store
- UI & UX
- XCode

AWARDS

- Received multiple industry Telly & Davey Awards
- #17 on Fast 100 list, fastest growing private companies (2011)
- Inc. 5,000 fastest growing private companies (2011)

PROJECT/CLIENT HIGHLIGHTS

	Video Producer & Director
Sprint	Executive produced over 300 2D and 3D animated product marketing videos and multiple online and in-store commercials (2009-2013)
Banana Republic	Produced & directed over 10 videos incl. <i>Field Leadership Conference</i> - Show Opening Video (2015),
GAP	Produced & directed multiple videos for client, including <i>Men's & Women's Denim</i> , Learning & Development DVD
NASDAQ Entrepreneurial Center	Speaker series videos with Virgin America CEO, David Cush, Chairman Cisco Systems John Chambers and TED 2016 live stream speaker videos (2016)
	Web Producer & Project Manager
Hestan.com	Managed complete redesign and asset production of Hestan.com, a premier Napa Valley winery and tasting room. Site developed on top of Vin65 platform (2015) (Web, photo, video & graphic assets)
Upland Software	Produced 8 new product websites for company IPO. Developed and launched new custom designs on top of Wordpress, including production of front page video banners.
Amerit Fleet Solutions	Managed production of new website for largest fleet maintenance company in the US. Lead strategy, creative brief, site architecture and usability study. Site included complex custom HR training plugins and on-boarding backend modules. (2011)
	Mobile App Development & Promotions
Circulon Cooks!	Executive produced award winning iPad cooking app with embedded videos, interactive 3D elements and recipes. #1 in app store lifestyle section for 2 weeks. Engineered first-downloader goodie giveaway, resulting in 4,000 + downloads within 2 hours of launch. Davey Award, Mobile Gold Winner -Health & Wellness (2012)

EDUCATION

1998	Bachelor of Fine Arts Motion Picture & Television Academy of Art University, San Francisco
2015	ICF – International Coaching Federation – Co-Active Coaching Certification CTI (2015 – in progress)

SOFTWARE

Imaging/Presentations

Photoshop, Illustrator, Acrobat, PPT, Keynote

Video/Audio

FCP, Premiere, After Effects, Motion, DVD Studio Pro, Compressor, Camtasia, PluralEyes

Web/App Development

- Wordpress & plugins
- FTP xfer
- CSS
- Google Analytics & AdWords
- Virtual Private Hosting
- HTML & HTML 5
- phpMyAdmin
- Domain licensing and hosting
- eCommerce

Social Media/Email

- FB, Li, Instagram, Twitter
- Hootsuite
- Blogger
- MailChimp

Project/IT/Finance/CRM

- Basecamp
- Toggl (Tracking)
- Quick Books
- Outlook/Outlook 360
- Word/Excel
- FileMaker Pro
- Zoho CRM

LANGUAGES

ENGLISH | fluent

GERMAN | fluent

FRENCH | conversational