

# Robert Keyes

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## Contact

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## Summary

Seasoned Videographer/Editor with a multimedia editorial mindset and **10 years of experience** in video production, graphic design, photography, editing (video & photo) and live event production. Recent hands-on experience on **Disney's Lilo & Stitch (2024)** and with the **NFL Players Coalition (2023)**.

Looking to Expert in brand consistency and development, directing high-impact video content, podcast development and analytic decision making to amplify engagement. **Skilled in project management, budgeting, research, time management and inclusive storytelling** with minimal guidance.

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## Experience

### Maui Divers Jewelry / Photo & Video Manager

May 2023 - Present, Honolulu, HI. 40Hr/Week.

Creative team lead for photography & video, responsible for content development, budget management, resource allocation and fostering innovation within the team .

- Updated brand creative approach to photography and video production, resulting in **283% growth** of ecommerce sales over 12 months.
- **Managed a 3 person team** (photographer, graphic designer, videographer) and developed a network of 40+ freelancers.
- Manage a development **budget of \$300K** to oversee infrastructure advancements, including the **successful integration of a Digital Asset Management** system.
- Successfully pitched, scripted, interviewed and edited a 13-episode **customer story documentary series**.
- **Project lead** on studio rebuild, DAM integration and quarterly creative collateral.
- Expanded social media engagement and presence by **208% over 12 months**.
- Lead for all video productions, including **script writing, storyboarding, contracting models, permitting, location management, line producing**, post-production supervisor.
- Directed **print ad placement** in major state publications, airports, malls and digital.
- Directed **video ad placement** on local TV networks, targeted airports and online (YouTube, TikTok, Instagram, Facebook)

### **The Keyes Group / Owner-Operator**

Est. 2022, Worldwide. 15Hr/Week.

Versatile video capture across a range of interviews, B-Roll and VFX plates for animation needs.

Credit highlights include:

- Lilo & Stitch, **Disney/ILM** (VFX Camera Operator)
- Bodycam Live Pilot & First On Scene Pilot, **AXON Networks** (Director of Photography)
- Super Bowl '23, **NFL Players Coalition** (Director of Photography, Producer)
- Pilot Season, Episodes 1-13, **Betr Networks** (1st AC)
- Chase Sapphire Rewards Card Commercial (Aerial Camera Operator)

### **Stand Together Communications / Video Production Manager**

Feb. 2019 - Nov. 2022, Arlington, VA. 40Hr/Week.

Led cinematography efforts for public and donor-oriented video stories, serving as Videographer/Editor before promotion to Video Production Manager. Strong experience in political advocacy videos.

- Developed strong organizational skills as **primary video liaison** for both internal and external stakeholders.
- Proficient in **content packaging** for multimedia outlets by repurposing existing content (photo, video, graphics, copy) into press and information packets.
- **Directed story-driven documentary content** for web and event use, resulting in over \$10M of donations to the non-profit, increasing average viewership by an average of 3.8 minutes per video and **increasing video views by over 400%**.
- Managed the Junior Videographer and Production Assistant.
- Led training for executive staff for in-studio and external media training.
- Directed high-value donor engagements, including **politicians, celebrities and business leaders**, in collaboration with crews spanning all U.S. states.
- Designed, constructed, and executed three-camera studio setup, adhering to a \$600K budget.
- Proficiently operated range of cinema equipment, including **Sony Professional, RED, ARRI, Canon, Panavision**.
- **Launched and produced 3 weekly podcasts** for the community.

### **Time INC UK (TI Media) / Video Producer**

Jan. 2018 - Feb. 2019, London, UK. 37.5Hr/Week.

Led video production efforts for Trusted Reviews, a leading technology review website.

- **Developed brand personalities** from inception and elevated viewership metrics.
- Managed and launched **two weekly shows and podcasts**.
- **Added 2+ million views, 85K subscribers and nearly 300% increase in overall viewer retention** on Youtube, Facebook and Instagram during tenure.

**Anglia Ruskin University / Videographer**

Feb. 2016 - Nov. 2017, Cambridge, UK. 37.5Hr/Week.

**Harper Adams University / Media & E-Learning Content Coordinator**

Jan. 2014 - Nov. 2015, Newport, UK. 37.5Hr/Week.

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## Education

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**Staffordshire University / Television & Radio Documentary Production.**

2010 - 2013, Stoke-On-Trent, UK.

Bachelor of Arts, 1st Class Honors Degree (4.0GPA Equivalent).

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## Technical Skills

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Adobe Premiere Pro • Adobe After Effects • Adobe Audition • Adobe Media Encoder • Visual Storytelling • Advertising Video Post-Production • Camera Operation • Videography • Motion Graphics • Television • Documentaries • Film Production • Adobe Certified Expert - Premiere Pro CS6 • **Part 107 Certification** • Motion Design • 2D Animation/Typography • Scheduling • Photography • Canon • Nikon • Sony • Arri • Red • Nonprofit • Content Creation • Word Processing • B2B Marketing • Negotiation • Google Suite • Project Budgets • Social Media Strategy • Video Production • Analytics • Content Strategy • Creative Thinking • Interpersonal Skills • Problem-Solving • Innovation • Product Photography • Studio Photography