

Zachary Simon

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Birmingham, AL

[205] 602-1124

Experience.

Fox Factory Vehicles | 11/2025 - Current

Content & Marketing Specialist

- Responsible for filming and editing promotional video content for performance vehicle dealer
- Responsible for creating various types of communications content, including photographs and social media content (YouTube, Instagram, TikTok)
- Regular use of Adobe Creative Suite - including Premiere, After Effects, Photoshop, Lightroom

Rockstar Games | 9/2021 -9/2024

Cinematic Media Artist

- Created in-game cinematic assets for use in trailers for iconic AAA video game franchises such as Grand Theft Auto and Red Dead Redemption
- Directed exciting video vignettes in both single and multiplayer [scenarios](#) - applying animations, as well as gameplay capture, virtual cinematography, and lighting techniques
- Edited short form cinematic videos both for internal and external use
- Provided high quality, professional gameplay footage for use in promotional material

Agency54 | 3/2019 - 5/2021

Creative Director

- Responsible for overseeing day-to-day progress of creative team
- Principal creative for digital media – including videography, photography, video/photo editing, motion graphics, and graphic design
- Oversaw re-branding of one of the oldest minority-owned public relations firms in the country
- Conceptualized, organized, pitched, and executed campaigns for a variety of clients
- Responsible for identifying and interviewing new creative team members

Project Director

- Organized and re-tooled agency's creative workflow, including integrating new project management methods
- Guided the creation of a new company website, as well as the change of the company's overall creative aesthetic
- Received promotion to Creative Director after 4 months of working for the company

Command Alkon 11/2019 - 3/2019

Marketing Multimedia Specialist

- Responsible for shooting and editing corporate marketing, promotional, and internal communications content
- Organized and posted marketing video assets on company CMS (via Uberflip and Vidyard)
- Coordinated company-wide live stream events

Motion Industries 14/2016 - 8/2018

Video Producer

- Responsible for shooting and editing corporate training and promotional videos
- Set up and filmed interviews and training segments on location and in studio
- Produced and edited all facets of videos, including: motion graphics and audio editing
- Maintained inventory of studio cameras, lighting, and audio equipment
- Maintained department YouTube channel, and other content delivery and streaming platforms

IMAX Theater - McWane Science Center | 8/2015- 4/2016**Projectionist/Supervisor**

- Responsible for the operation and maintenance of 70mm IMAX film projector, as well as day-to-day theater operations
- Hands on experience working with unique, sophisticated film equipment

Skills + Software

- Highly proficient with the Adobe Creative Suite, including: Premiere Pro, After Effects, Photoshop, Lightroom, Audition and Illustrator
- Experienced with gameplay capture techniques and workflow on all major platforms
- Extensive hands-on experience with various cameras, such as DSLRs and Cine-style cameras
- Experienced in post-production techniques such as color correction, visual effects and audio editing
- Adept with all social media platforms and analytics, especially those designed to deliver visual media
- Experience with many production techniques such as green-screen shoots, three-point lighting, teleprompters and multiple camera set-ups
- Firm grasp of film theory and in-depth knowledge of the filmmaking process; including pre-production methods such as script writing, storyboarding, budgeting and shot listing
- Experience conceptualizing, pitching, and executing creative campaigns for both public relations and marketing purposes

Education.**Full Sail University | 2014**

M.F.A., Film Production.

The University of Alabama | 2010

B.S., History & Political Science

Honors Minor, Liberal Arts – Media

UAB Collat School of Business | 2018

Project Management Certification Course