

# Kristian McKay

Creative Producer // Editor

## Background & Profile

I am a storyteller in all forms: films, commercials, advertising marketing, short-form social content to full scope branding campaigns. I maintain direct communication lines with clients and brand partners and served as the point of contact between the day-to-day production team and third-party vendors.

## Notable Skills

Client Management, budgeting, Lighting, Camera Operation, Scripting, Storyboarding, Production, Marketing, Story Development, Color Correction/Grading, Video Editing, Music and Audio Production, Location scouting, Conflict resolution, Relationship Development, Conceptualizer, Leadership, Microsoft Office, Call Sheets, Communication, Organization Skills,

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## Work Experience

### SR. CREATIVE PRODUCER / EDITOR

Cision Global | March 2021 - August 2023

Produced creative attention-grabbing, high-quality video and animation content. Developed and maintained project + post production schedule that ensured timely delivery of all creative assets, including script development, motion capture sessions, pre-viz 2D and 3D animation workflows, visual effects, and sound design. Worked with external partners and vendors, as needed, to secure necessary resources and deliverables. Managed, booked and scheduled crew, arranged travel, managed project timelines and on location producing of film shoot. I work with project managers, editors, designers, animators, and global crews to develop video concepts and video productions pre to pro thru distro!

### FREELANCE CREATIVE PRODUCER / EDITOR

Truewonder | March 2015 - Current

Writes produces and edits video advertising and commercial branding content. Develops & supervises pre - post-production teams. Participate in meetings with producers and production crew to keep program in step with creative vision. Developed project budgets and managed production costs. Orchestrated license agreements for music and footage, talent releases and distribution contracts.

### VIDEO ASSET RESEARCHER - EDITOR

Stalkr Agency | March 2017-2018

Performed research and sourcing of found footage assets for national commercial campaigns. Footage Licensing, footage clearance, alternative media production.

### CREATIVE PRODUCER - EDITOR

Shrapnel Media Agency | June 2014-February 2016

Producing client social media videos, interviews, testimonials, product videos, commercials, advertisements, promotional and event content monthly. Assisted writers in improving brand voice and core writing with direct coaching and mentoring. Developed stories and content ideas, considering reader and audience appeal.

## Software Proficiency

Creative Suite: Photoshop, Premiere Pro, Audition and After Effects  
Final Cut Pro X, Avid MC, Framel/O, Dropbox, Slack, Monday, Up-click, Google Suit, Microsoft Office to name a few.

## Academic

### PORTLAND STATE UNIVERSITY

Film Studies 2007 - 2012