

SAM CRIDLIN

SUMMARY

Designer with 20+ years experience in video, web design, page layout, and photography in both content creator and management roles. Experience in video production as Producer, Director, Camera Operator, Editor, and Motion Designer. Understand using lighting, framing, and editing to evoke required feelings in the audience. Experience managing projects with five days to three-year periods and 2-200 members. Communication background in public relations, advertising, entertainment, and training. Believe that good design equates to good communication. Experience with designing to meet multiple requirements.

PROFESSIONAL EXPERIENCE

2005 – 2010 VERIZON WIRELESS
INDIANAPOLIS, IN

Internal Communications Consultant-Multimedia

- Produce & Direct training and leadership videos biweekly for internal usage.
- Edit and create motion graphics for device and product videos using Premiere Pro, After Effects, Photoshop and Illustrator.
- Create commercial segments to build excitement for area-wide contests and meetings using Flash Professional, Captivate, and After Effects.
- Light, shoot and edit single and dual camera shoots for Leadership message and process example segments, using Canon GL2 to Canon XH-A1s cameras, Lowell lighting and Azden microphones – lapel and boom.
- Coordinate multi-camera shoots, from 2 – 6 cameras. Lighting, blocking shots and shot angles, planned microphone patterns, etc.
- Customized PHP Motion, an open source video sharing site, for internal use, working with IT stakeholders to access network single sign on system for comment moderation.
- Encode FLV video for internal site, striking a balance between quality and bandwidth costs using Sorenson Squeeze, Adobe Media Encoder, and Windows Media Encoder.
- Create sticky content with 95% of users finishing streams.

2001 - 2005 SITUATIONAL MEDIA
INDIANAPOLIS, IN

Partner/ Designer

- As a Contractor maintained and created content for three Verizon Wireless intranet sites and one extranet site using Reddot XCMS Enterprise Content Management tool in the Producer/Editor role.
- As a Contractor used Macromedia Flash Professional to create Verizon Wireless Intranet audio/video player application that allowed new content to be added by editing xml file without re-compiling SWF file.
- As a Contractor posted an average of 300 news stories per month with zero errors to Verizon Wireless InfoManger News Centers with a rolling month average turnaround time of 64 minutes – a company-wide best average.

Sam Cridlin
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1989 - 1994 PRESTIGE PORTRAITS
INDIANAPOLIS, IN

Photographer

- Photograph studio and environmental portraits of individuals and groups, Photograph sports, activities, architecture and features for yearbook and newspaper distribution.
- Train staff and student photographers.
- Recommend and maintain equipment.

PROGRAMS AND LANGUAGES

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|----------------------|--------------------|
| • Premiere Pro | • Sound Forge |
| • After Effects | • Microsoft Office |
| • Dreamweaver | • Windows |
| • Reddot XCMS | • Macintosh |
| • Flash Professional | • ASP/CFM/PHP |
| • Photoshop | • JavaScript |
| • InDesign | • HTML/XHTML |
| • Illustrator | • XML/XSLT |

EDUCATION

2009 TRAVEL CHANNEL ACADEMY
NEW YORK, NY

- Workshop focused on short form travel /news video production.

1985 - 1989 BALL STATE UNIVERSITY
MUNCIE, IN

BS in Journalism (Photojournalism) with minor in Marketing

- Photography Editor and Editorial Board, Ball State Daily News
- Journalism department Photographer of the Year, 1989
- National Press Photographer's Association

PROFESSIONAL MEMBERSHIPS

- National Association Photoshop Professionals
- Professional Photographers of America, CPP