



Creative with a passion for media, focusing on video and branching out to photography and design. Maintains a heightened interest in the cross between creative and commercial multimedia applications, creating a well rounded individual eager to deliver content that's well above satisfactory.

calebfairres.com | (260) 431-5367 | cdfairres@gmail.com | Little Rock, AR

Skills

- Adobe Creative Cloud products, focusing on Premiere, After Effects, Audition, Illustrator, InDesign, Photoshop, and Lightroom
- Customer service experience in retail, technical service, and food service environments
- Ability to complete goal and deadline oriented tasks
- Able to comfortably work alone and with a team
- Desire to work hard complemented by desire to learn and hone new skills
- Unrivaled professionalism in and out of the workplace

Graphic Design

Photography

Video Production

Motion Graphics

Copywriting

Communication

Multitasking

Organization

Relevant Professional Experience

Access Control Devices, Inc. (ACDI) | Benton, AR

As Video & Motion Graphics Designer for ACDI, I use video to communicate an idea, concept, or story, often working with business teams to develop a solution that captivates their intended audience. I'm actively involved in brainstorming, and coming up with custom graphics that transmit ideas across digital platforms.

I get the opportunity to create highly engaging complex animations for a diverse array of media, including smartphones, tablets, and the web. My experience and expertise in brand identity development and management plays a key role in my position, as it's more often than not that projects I'm working on are pioneering new products and services.

Responsibilities include:

- Work with copywriters, and designers to understand the project scope and objectives.
- Assist in the creation of animation storyboards and motion graphics concepts.
- Participate in brainstorming sessions to share new design perspectives and ideas.
- Provide accurate time estimates for each part of the process.
- Assist in selecting appropriate audio, graphic, and animation styles for the project.
- Encoding, converting, and editing videos and adding effects/elements to enhance motion graphics.
- Keep abreast of advancements in animation and new technologies and techniques, contemporary trends in production design, and popular music to deliver cutting-edge work.

Snyder Environmental | North Little Rock, AR

As Marketing Manager, providing direction and creative materials related to marketing, advertising, branding/signage, communications, and PR for Snyder Environmental. Work performed at Snyder was awarded multiple accolades, including a Zweig Group 2021 Marketing Excellence Award and Arkansas Money & Politics Most Admired Company for 2020 and 2021.

SeeMeCNC 3D Printers & More | Ligonier, IN

Over three years of service branching across multiple positions and responsibilities over the years, categorized under two main roles: Media Manager, and Senior Production Technician. Self-managed balancing between these two roles had to be exercised at a constant rate. As Media Manager, I oversaw all marketing and multimedia production pertaining to company branding and product sales. The company previously had no one with experience willing this role, creating the challenging task of bringing the brand's photography and design up to a higher standard across the website and social media.

Freelance

Over nine years of experience practicing the craft of multimedia production in a professional environment, including multiple commercial productions with small crews and tight deadlines. Most notably: helping build a YouTube channel from 500 subscribers to 80k+, and filming on NASA's Marshall Space Flight Center campus.

Examples of all above skills, experience, and more can be found at calebfairres.com