

Edward William Trevino

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Video Producer & Visual Storyteller

Experienced, innovative media professional building engagement with stunning video content. Oversee projects from conception to final product, optimizing workflows to meet deadlines and contain costs. Lead teams and influence stakeholders with a strong foundation of industry and technical knowledge, helping them solve problems and reach audiences across multiple digital and traditional channels.

Qualifications Summary

- Advance organizational objectives with targeted video solutions, leading teams in the filming, editing, and distribution of engaging visual content.
- Partner with stakeholders to fully understand project objectives, answering business needs with creative and engaging video content solutions delivered on time and on budget.
- Manage competing priorities and oversee multiple projects to completion, guiding stakeholders in the process from concept to conclusion and optimizing vendor and third-party contributions.

Career Experience

Freelance Multimedia Designer, Dallas, TX

2016 – Present

Video Producer / Videographer / Video Editor / Graphic Designer

Provide innovative video and media solutions for a portfolio of retail and corporate clients, including Neiman Marcus and Sally Beauty, collaborating with subject matter experts and key stakeholders to translate concepts into engaging, customer-focused videos. Effectively employ editing techniques, graphics, music, animation, voice over, subtitles, captions, and leading-edge technology to transform raw footage. Oversee multiple video projects for instore displays, social media and websites.

- Reduced render times for complex video edits by more than 90%, shrinking project turn time from a week to a single day.
- Developed customized 4K scaled pixel accurate compositing masks, edited video and developed graphic design workflow for custom synchronized video array displays using 22 screens working together as a single canvas.

AT&T, Inc., Dallas, TX

2013 – 2016

Technical Briefing Manager

Conceptualized and produced 400+ high-quality video projects annually to support employee engagement initiatives and build organizational capability. Led teams in developing graphics, animation, screenshots, music, captions, subtitles, and other technical elements and maintained a 40TB+ digital archive of video clips. Provided project management for multiple ongoing projects, managing resources, budgets, and timelines.

- Piloted an annual compliance information video series in partnership with HR stakeholders, providing required training for 250K+ employees. Required 6 months of planning and building out, earning 1M views over 20 video modules.
- Selected to create highly sensitive videos covering the acquisition and merger of several tech companies, partnering with the CEO and senior team to create and finalize the communication.
- Awarded Technology Development Wall of Stars recognition for “Red Chair / Sit with Me” 10-part executive video series receiving 4k+ views in the first 12 months after launch.
- Contributed to a 25% increase in customer satisfaction and a 25% decrease in cancelled projects department wide.

Southern Methodist University, Dallas, TX
Lecturer / Media Equipment Manager

2010– 2013

Instructed students in video editing, production, and animation at the university's Meadows School of the Arts, covering subjects such as 16mm Film Production, Animation, Editing, Basic Audio and Video Production and higher-level production courses. Managed media equipment and oversaw access for 100+ students, overseeing equipment repair and maintaining annual budgets. Collaborated on a committee to develop instructional content leveraging adult learning theories and other differentiated instructional techniques.

- Researched, identified, and implemented an online equipment scheduling platform using student IDs to monitor and track equipment usage.

City of Richardson, TX, Richardson, TX
Patron Services Representative / Assistant House Manager

2002 – 2011

Oversaw front-of-house operations for a performing arts center, supervising 25+ volunteer ushers and directing technical staff for multiple venues simultaneously. Processed event orders and executed ticket sales transactions for events up to 2K+ attendees.

THQ Paradigm Entertainment, Farmers Branch, TX
Level Designer I

2007 – 2007

Invented storylines, characters, and graphics for a cutting-edge video game company. Assembled conditional, logic-based scripts for AI characters and programmed virtual cameras using game engine scripting language to develop interactive game play and game player replay cinematics. Improved console performance with adjustments to memory and physics settings.

- Created and launched "General's Charge," an entire game level, from design through final testing.
- Promoted from intern to full-time designer in 12 weeks.

Education

Master of Fine Arts, Arts & Technology
University of Texas at Dallas, Dallas, TX, 2010

Bachelor of Arts, Cinema / Television
Southern Methodist University, Dallas, TX, 2005

Professional Development

MATRIX / Technology Development 18-month Management Training Program
AT&T, 2014