

FREDY Y. RAMIREZ

Director of Photography



EXPERIENCE

Director of Photography, Freelance

Fredyr.com 8/18 - Present

- Developed overall visual look of marketing campaigns using specialty lights and cinema cameras
- Scheduled and managed pre-production to post-production workflows while managing teams of up to 30
- Generated social media content by editing videos on Adobe Premiere Pro, After Effects, and Final Cut Pro
- Color graded and edited long format videos using Davinci Resolve and Avid Media Composer

Associate Video Producer; Associate Editor

SEMA 4/19 - 9/22

- Directed video production, idea generation, storyboarding, filming, and video editing, consistently meeting tight deadlines
- Elevated TikTok and Instagram engagement 25% by using Adobe Premiere Pro, Final Cut Pro and Davinci Resolve to craft video stories based on analytics
- Enhanced visual storytelling in marketing campaigns with motion graphics using Adobe Illustrator, After Effects, and Cinema 4D

Multimedia Editor

L.A. Times, Foothills Reader 8/18 - 4/19

- Boosted content production on social media 40% in 6 months using Adobe Premiere and Adobe After Effects
- Improved front-page content through original visuals edited on Adobe Photoshop and Adobe Illustrator
- Supported editorial and design operations for a Los Angeles Times advertising publication, creating visual designs to streamline production

EDUCATION

2018	UCLA	Cinematography
2015	Cal Poly Pomona	Journalism

SKILLS

Adobe Premiere Pro
Avid Media Composer
Adobe After Effects
Adobe Illustrator
Adobe Photoshop
Davinci Resolve
Final Cut Pro
Cinema 4D
Blender
Pro Tools
Spanish