

---

# JEFF MACKINNON

---



JEFF@MACKINNONFILMS.COM



925.858.4805



<https://www.linkedin.com/in/jeff-mackinnon-b169448b>

## PORTFOLIO:

<https://mackinnonfilms.com/>

---

## SKILLS

---

Self-directed and detail-oriented creative professional who is passionate about all aspects of media production. Skilled in shooting and editing corporate videos, commercials, television and social Media ads. Experienced with a variety of production and post-production equipment.

---

---

## PROFESSIONAL EXPERIENCE

---

### SENIOR VIDEO PRODUCER • SERVICEMAX

March 2016 - August 2019

- Responsible for shooting and editing video content that infuses creativity and creative strategy into the ServiceMax platform
- Work with internal and external video writers, and creative directors on execution of all video related-projects
- Collaborate with Production team to create and manage company's educational training videos & interviews including but not limited to content development
- Prepare and manage production budgets, project schedules and post-production paperwork ensuring digital media is well organized and archived appropriately
- Support product demonstrations by creating customized videos, and other digital assets targeted at customer business needs
- Create and edit content for ServiceMax YouTube Channel
- Works proactively with the team ensuring finished product meets the company's goals and standards

### VIDEO EDITOR/ VIDEOGRAPHER • SONY PLAYSTATION

September 2014 – March 2016

- Demonstrated ability to create compelling editorial across a wide array of genres and styles
- Adapted editorial style and tone to the specific job and characteristics of a particular game or task
- Crafted a straightforward story when necessary, as well as add flare and style when appropriate
- Proactive contributor to the creative process from the beginning of a project through delivery
- Responsible for transcoding, editing, grading and compressing post-production
- Channel and focus creativity and execute on multiple projects under challenging time constraints and deadlines
- Responsible for audio recording, editing & mixing

---

## TECHNICAL STRENGTHS

- ❖ Mac OS & Windows
- ❖ Final Cut Pro X & 7
- ❖ MS Office Suite
- ❖ After Effects
- ❖ Photoshop
- ❖ Illustrator
- ❖ Premiere Pro
- ❖ Lightroom
- ❖ Frame.IO
- ❖ Vidyard
- ❖ Drone Operation: Drone Deploy, Pix4D

---

## EDUCATION & CERTIFICATIONS

---

### **BACHELOR OF ARTS (B.A.), VIDEO PRODUCTION**

Brooks Institute of Photography –  
May 2006



**FAA Licensed  
& Certified, Part  
107**

U.S. Commercial  
Drone Pilot

### **VIDEOGRAPHER/EDITOR/PRODUCER • AMOS PRODUCTIONS**

June 2014 - January 2018

- Experience with video editing, audio recording, digitizing, editing raw source footage, and linear editing
- Proficient with digital and analog editing systems and video equipment
- Proven ability to handle numerous production assignments, managing field production of video shoots
- Wide knowledge of writing, scripts, storyboards and composition

### **MARKETING & EDITORIAL MANAGER • NEXT LEVEL SPIRITS**

June 2012 - May 2014

- Support the company's goals by collaborating with clients, and managing high-quality videos for internal & external audiences
- Coordinate marketing strategies, sales events, partner support, database development and collateral review/production
- Strong knowledge of post-production and image quality workflow including: Transcoding, Ingest, editing, compressions and grading
- Collaborate with creative team to drive continuous improvement, engaging social media communities and managing digital assets

### **FREELANCE VIDEOGRAPHER/EDITOR - AK FILMS**

March 2012 - May 2016

### **VIDEO EDITOR/PRODUCER - CJ WEB DESIGNS**

June 2008 - March 2012

### **CAMERA OPERATOR & EDITOR - NEW IMAGE MEDIA**

March 2004 - June 2009

### **PRODUCTION ASSISTANT - HOLLYWOOD DREAMS**

November 2003 - March 2004