



BRADFORD LOWREY

T 586.260.6887
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<http://www.bradlowrey.net>

SUMMARY OF QUALIFICATIONS

Accomplished, outcome-driven professional with 8+ years of creative and technical experience as well as year-over-year success in leading complex and challenging creative and media-based initiatives. Strong and decisive creative leader with excellent analytical, organizational, team building, planning, and problem solving skills. Maintains uncompromising focus on high quality standards and bottom-line profit improvement. Effective communicator able to explain complex processes in easy-to-understand terms and forge solid relationships with clients, vendors, employees, and management across multiple organizational levels. Skilled in proactive identification and resolution of critical creative, process, computer hardware, or computer software issues. Core knowledge and skill areas include:

- Internet Marketing and Search Engine Optimization
- Social Media and Social Networking
- Problem Identification/Analysis
- Strategic Planning & Execution
- Video Production/Post-Production
- Video Design & Integration for the Web
- New & Emerging Technologies
- IT, Corporate, & Creative Policy Development

EXPERIENCE

VIDEO COORDINATOR, FORD MOTOR COMPANY (VIA AQUENT); DEARBORN, MI – 2009–PRESENT

Coordinate video production, post-production, and social media integration for Ford's Public Affairs, Broadcast Operations, and Employee Communications departments. Videos produced and posted have almost had 1 million views on YouTube since May.

EXECUTIVE PRODUCER / OWNER RELIC MEDIA, LLC - FEBRUARY 2007 – PRESENT

Manage the strategy and day-to-day activities for a wedding and event videography company. By developing an effective Facebook Ad campaign, was able to increase overall traffic to Relic's website by over 300% inside of 2 months and increased Relic's booked weddings by 75% for the year.

VIDEO PRODUCTIONS SPECIALIST, BIG COMMUNICATIONS, LLC.; FERNDALE, MI – 2006–2008

Managed the process, workflow, scheduling, IT, and compression for a 5 person team producing up to 230 different pharmaceutical communications videos each year. Overall processes and workflow developed decreased compression and project closeout time by 65%, which saved Big thousands of labor hours each year.

ASSOCIATE PRODUCER/EDITOR, MIDWEST MEDIA INC.; AUBURN HILLS, MI – 2003–2005

Designed the creative vision, process, and workflow for the highly watched, 26-episode, 20X Rodeo High television series. Also managed the schedules and camera operators at each shoot location. The overall success of the broadcast led to Midwest Media being purchased and relocated to Los Angeles, CA.

EDUCATION

Western Michigan University, Kalamazoo, MI — BA Communication, 2005
Major: Communication
Minor: Psychology

Full Sail University, Winter Park, FL — MS Internet Marketing, 2010
Current GPA: 4.0



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CERTIFICATIONS AND MEMBERSHIPS

Apple Final Cut Pro Certified Pro
Apple Certified Trainer: Final Cut Pro 5
Apple Certification Alliance
Macomb Community College MACA Advisory Board Member

AWARDS RECEIVED

2001 – 2002 Western Michigan University College of Arts and Sciences Undergraduate
Research and Creative Activities Award

2009 Full Sail Course Director's Award: Internet Marketing and Search Engine Optimization

2009 Full Sail Course Director's Award: New Media Marketing Analysis

TECHNOLOGY SUMMARY *(LISTS ARE NOT EXHAUSTIVE)*

Software: Adobe Acrobat, Adobe After Effects, Adobe Dreamweaver, Adobe Flash, Adobe Photoshop, all Apple Final Cut Studio 2 applications, Apple OS X (client and server), Google AdWords, Google Analytics, Microsoft Office (Mac & PC), Telestream Episode Pro, Wordpress

Hardware: Apple Computers (client and server), LAN hardware (switches, routers, etc.), SAN configurations & setup, Windows compatible computers, DV format cameras and decks, HD format cameras and decks, BetacamSP format cameras and decks, video capture devices and formats, video compression hardware and formats

REFERRALS

Joe Sciacchitano, Sr. Multimedia Art Director/Developer Ringside Creative, Inc.	(248) 548-2500
Cristin Cramer, Assistant Editor Ringside Creative, Inc.	(248) 548-2500
Doug Pettinga, Video Producer Big Communications, Inc.	(248) 246-5200
Christopher Watkins, Principal, Director of Services AgKnowledge Associates	(248) 345-3903