

RUSS G. GREGG

Senior Video Producer | Creative Storyteller | Content Strategist

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PROFESSIONAL PROFILE

Senior Video Producer and creative storyteller with more than 20 years of experience developing compelling video content for Fortune 500 technology companies, higher education, advertising agencies and commercial clients. Proven expertise leading productions from concept through final delivery, combining creative direction, cinematography, editing, motion graphics, and content strategy to produce engaging visual stories that strengthen brands and connect with audiences.

Recognized for managing high-volume production environments, overseeing enterprise-scale digital media libraries, directing live broadcasts, and collaborating with executives, marketing teams, and stakeholders to deliver polished multimedia campaigns on time and within budget.

CORE COMPETENCIES

Video Production • Corporate Communications • Executive Messaging • Brand Storytelling • Marketing Campaigns • Creative Direction • Video Editing • Motion Graphics • Adobe Premiere Pro • After Effects • Live Streaming • Encoding • Digital Content Strategy • Project Management • Client Relations • Content Marketing • YouTube Strategy • Social Media Content • Digital Asset Management • Color Grading • Sound Design

PROFESSIONAL EXPERIENCE

Texas A&M University-Commerce *Multimedia Manager — Commerce, TX* 2018 – 2024

Produced, directed, and edited high-impact multimedia content supporting university marketing, student recruitment, academic programs, alumni engagement, fundraising, and executive communications.

Key Accomplishments

- Produced, directed, and edited more than **3,000 professional video projects** supporting institutional communications and marketing initiatives.
- Manage the university's YouTube presence with a digital library exceeding **5,000 published videos**.
- Oversee enterprise-wide management of a **100,000+ asset Panopto video library**, ensuring organization, accessibility, and long-term content preservation.
- Direct multi-camera live broadcasts for commencement ceremonies, university events, and executive presentations.
- Partner with leadership, faculty, and communications teams to translate complex initiatives into engaging visual stories.
- Manage simultaneous production schedules while consistently meeting aggressive deadlines.

Viewstream *Producer / Editor / Director — San Francisco, CA* 2011 – 2018

Produced corporate marketing campaigns for leading technology companies throughout Silicon Valley.

Key Accomplishments

- Produced and edited branded video campaigns for enterprise technology clients.
- Directed productions from creative planning through post-production delivery.
- Created promotional videos, customer success stories, executive interviews, product demonstrations, and event content.
- Performed advanced color correction, motion graphics, sound design, and visual effects.
- Collaborated with creative directors, marketing teams, and clients across multiple concurrent campaigns while maintaining exceptional quality standards.

Independent *Videographer / Content Strategist — San Francisco, CA*

2009 – 2011

Provided creative services to businesses, agencies, and nonprofit organizations.

Highlights

- Produced marketing videos, promotional campaigns, corporate communications, and multimedia presentations.
- Consulted with clients on messaging, branding, and digital content strategy.
- Managed projects independently from concept development through final delivery.
- Edited three short films

Symantec *Editor / Content Strategist — Cupertino, CA*

2008 – 2010

Produced multimedia content supporting one of the world's leading cybersecurity companies.

Highlights

- Produced marketing videos and multimedia campaigns for enterprise audiences.
- Managed social media engagement for an online professional community exceeding **500,000 members**.
- Maintained editorial calendars supporting integrated marketing initiatives.
- Wrote and published a monthly newsletter reaching more than **150,000 subscribers**.
- Collaborated with marketing, communications, and technical teams to deliver engaging digital content.

Additional Experience *Editor — San Francisco, CA / Dallas, TX*

1999 – 2008

- Independent Editor and N20 Editorial / Video Post & Transfer — edited commercials, two documentaries, one feature film, and regional/national ad campaigns

EDUCATION

Texas A&M University (College Station, TX)

Major: English | Minor: History, Communication

INTERESTS

Podcasting, harmonica, yoga, electronic music production and DJing, astronomy, outdoor recreation