

# Miguel A. Acosta

info@miguelacosta.com

941.661.2014

[linkedin.com/in/miguelacosta](https://www.linkedin.com/in/miguelacosta)

<http://www.miguelacosta.com>

## Summary

An accomplished producer, director, and storyteller who has worked with corporations, startups, and nonprofits to generate brand-driven, high-quality content. Has specific experience seizing effective storytelling opportunities and building in-house multimedia production teams, upholding brand standards and voice while optimizing workflow processes and reducing external spending.

## Experience



### Manager, Multimedia Production Lead

Ascension

Aug 2023 - Mar 2024

- Worked collaboratively with Ascension video production team, MarCom colleagues and Ascension internal/external partners to plan and capture assets for use in ongoing video storytelling
- Managed all phases of production projects from inception to completion and facilitated distribution and archive; drives continuous improvement of production process
- Wrote and edited video scripts and content to guide the development of videos supporting both external marketing pieces and content for internal Ascension channels
- Collaborated and built strong relationships with Ascension leaders and associates to effectively advise on video strategy and tactics
- Drove the completion of video projects within predetermined deadlines and budgets
- Utilized various tools and techniques to create high-quality, visually appealing and brand-aligned video content to achieve Ascension strategic goals
- Provided direction and leadership to Ascension video production partners and MarCom colleagues by advising on technical aspects of production and project planning (including pre-production logistics, onsite needs, post-production elements, etc.)
- Actively supported colleagues and collaborators as trusted video partners within the Ascension System

### Senior Multimedia Producer

Allwyn North America

Dec 2019 - May 2023

- Lead video, animation, photography, and audio disciplines for Camelot Creative Studio.
- Produce content to support the Illinois Lottery and Camelot brands from above the line to owned channels.
- Creative lead for Fast Play branding and design
- Manage studio equipment and buildout



### Senior Multimedia Producer

Medline Industries, LP

Sep 2017 - Jul 2019

- Opened new corporate marketing opportunities by developing multimedia program and strategy.

- Devoted special emphasis to building team of innovative strategic thinkers, collaborators, and results drivers.
- Produced over 500 multimedia projects including video, audio, animation, motion graphics, and webinars.
- Grew program from one to five producers by assessing business needs, demonstrating successes and making proposals to executive leadership.
- Reduced production spending 52% by monitoring budgets, negotiating pricing, and making appropriate scope adjustments as needed.
- Streamlined operational efficiencies by establishing a scalable process.
- Effectively negotiated agreements, standardized pricing by building strong relationships with external vendors
- Recommended strategic and appropriate multimedia communications to support client's business objectives.
- Managed and executed day-to-day functions of the program including request intake, project discovery, preproduction, production, and post-production tasks.
- Reduced duplication of efforts by engaging other company stakeholders to ensure cross-channel messaging and content management are coordinated and consistent.
- Ensured quality control and consistency in deliverables by developing and implementing branding guidelines and best-practices
- Drove successful practices by optimizing performance metrics and realigning strategies using analytics
- Worked directly with company executives to deliver key messages to corporate stakeholders and employees.
- Held production meetings to address progress, relevant concerns and objectives.
- Executed video production on high impact segments and stories



## **Photojournalist**

WFTS-TV

Sep 2015 - Sep 2017

- Supported enterprise by shooting and delivering 2-3 news stories per day.
- Improved operational performance by testing and recommending new technologies to leadership.
- Collaborated with reports to creatively tell relevant stories of the day.
- Thrived in high-stress environments by maintaining focus and composure.
- Covered high-profile stories including 2016 Presidential Campaign, Pulse Night Club Shooting, and two active hurricane seasons
- Engaged audiences by regularly writing and posting regularly to social media
- Planned and prepared for all on-location and studio shoots.
- Pitched stories to reporters and editors.



## **News Photographer**

Tribune Broadcasting

Jan 2015 - Sep 2015

- Supported enterprise operations by shooting and delivering 2-3 news stories per day.
- Enhanced skills by learning new technologies including microwave and satellite truck operations, bonded cellular devices, and various camera types.
- Thrived in high-stress environments by maintaining focus and composure.
- Covered high-profile stories including RFRA Legislation, Baby Janna, and Indy 500.
- Engaged audiences by regularly writing and posting regularly to social media

- Planned and prepared for all on-location and studio shoots.



## **Editor/Photographer**

Journal Broadcast Group (division of Journal Communications)

Jan 2012 - Jan 2015

- Increased quality in special reports by lending creative abilities in capturing and editing process.
- Supported morning newscasts by edit videos to script using various programs and platforms.
- Filled operational voids including shooting breaking news events and packages, operating teleprompter, and coordinating microwave transmissions.
- Won Regional Edward R. Murrow Award for Best Newscast
- Nominated for Regional Emmy Award for Business/Consumer News

## **Education**



### **Full Sail University**

Bachelor of Science (BS), Film/Cinema/Video Studies

## **Skills**

Team Leadership • Video Production • Video Post-Production • Adobe Creative Cloud • Creative Direction • Photography • Marketing • Social Media • Visual Storytelling • Animation