



# Miguel A. Acosta

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## Summary

An award-winning visual storyteller with over 15 years in multimedia production. A strategic-thinking media executive who doesn't just see the big-picture, but can help carve the pathway to get there. Excellent reputation for building and leading creative teams, achieving goals, and producing quality content. Seeking opportunities to drive strategic solutions to visual communications challenges and lead multimedia strategies. Strong arts and design professional with a Bachelor of Science (BS) focused in Film from Full Sail University.

## Experience

### Senior Multimedia Producer

Camelot Illinois

Dec 2019 - Present (2 years +)

- Leads creative strategy for video, audio, animation, storytelling, and photography.
- Established processes and workflows for internal multimedia program within corporate design studio; ensuring brand consistency and agility to market
- Maintained quality and effectiveness while cutting average production costs by over 50% through negotiation, introducing new disciplines, and new vendor relationships.
- Regularly collaborates with internal clients to solve marketing and communication challenges through multimedia disciplines.
- Increased brand awareness through creation of innovative digital productions for above the line, social, and internal marketing executions.
- Streamlined operational processes and workflow to increase efficiency of team performance and resource allocation.



### Senior Multimedia Producer

Medline Industries, LP

Sep 2017 - Jul 2019 (1 year 11 months)

- 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.
- Supported business initiatives by producing 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 (2 years 1 month)

- 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 (9 months)

- 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 (3 years 1 month)

- 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



## **Freelance Camera Operator**

Jun 2011 - Jul 2011 (2 months)

Camera Operator for AMC's The Pitch

Operate Sony XDCam Camera

Data Logging/Collection

Lighting

Rigging

## **Education**



### **Full Sail University**

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

2009 - 2011

## **Skills**

Team Leadership • Creative Direction • Video Production • Video Post-Production • Adobe Creative Cloud • Vendor Management • Multimedia Marketing Communications • Visual Storytelling • Cinematography • Animation

## Honors & Awards



**Emmy Nomination** - Natas Suncoast Chapter

2015

2015 Business Consumer Award Nomination



**Edward R Murrow Award** - Radio Television Digital News Association (RTDNA)

2014

Winner Best Newscast