

CAL ENGEL

av collective, inc

20 Danada Sq W #293, Wheaton, IL 60189 - 630.708.0871

2014 - present : creative director

I saw an opportunity in the content space to offer full-service video and photography production services for brands and businesses that needed visual assets, but didn't have an in-house team. We fill that role by being one call away for anything a client needs from ideation and scripting, to on-site productions, to editing and motion graphics.

Key Responsibilities

- Built a roster of dozens of freelancers and manage those teams to deliver consistent results.
- Handle every aspect of the production workflow from budgeting and estimating, to producing and post production, working closely with client to translate brand goals into compelling content.
- Responsible for over \$2,000,000 in lifetime billings, working on and with brands like Amazon, McDonald's, Nabisco, P&G, Abbott, Mercedes, and dozens more.

rmg mall media

Chicago, IL

2012 - 2014 : senior producer

At RMG, I co-ran the creative team and I was responsible for all of our video and photo production services. I produced content for our DOOH network of screens around the country and managed the team shooting & edited content, ranging from talent on green screen to interviews with actors and musicians.

Key Responsibilities

- Managed team of motion graphics artists and videographers to deliver consistent content on time and budget.
- Created curated content around major artists like Taylor Swift and Rihanna, working with our internal team and their representatives to ensure desired results.

optimum nutrition

3500 Lacey Rd, Suite 1200, Downers Grove, IL 60515 – 800.705.5226

2012 : videographer

At Optimum Nutrition I was responsible for developing all video content for one of the biggest brands in the sports nutrition category. I was responsible for producing, shooting and editing original content, edited, artist submitted video, and marketing materials.

Key Responsibilities

- Built Optimum's YouTube channel from 200,000 views to 3 million views in under a year, providing 15x growth.
- Built a video plan to forecast equipment and staffing needs across each year. While working with internal stakeholders to deliver exciting, engaging video content in the competitive sports nutrition field.

maddock douglas

107 Adell Pl, Elmhurst, IL 60126 – 630.279.3939

2011 : innovation manager - creative

I developed a plan for how to Maddock Douglas could approach their video needs and build a profit center in the company, by producing video and photo content across all clients and internal stakeholders. I managed the projects from start to finish, finding resources where needed and doing all postproduction in house.

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Key Responsibilities

- Developed a plan for how to build an internal video team to service client needs.
- Made the department profitable and raised MD's profile amongst clients by offering video services other agencies weren't providing.

jonas brothers

Los Angeles, CA

2010 : tour photographer

I was responsible for capturing every moment of the Jonas Brothers day. From time off, to events and premieres, meet and greets and the show itself. My images could be used for press and internal applications. Even once I'd moved on from the touring world, I frequently was hired back on for parts of the tour, to create visuals that could be used for future promotion.

Key Responsibilities

- Create content around the Jonas Brothers, to help engage with fans and grow their following.
- Work with internal Jonas Enterprises people as well as external brands to capture images that could be used for sponsorship and promotional purposes.
- Create an archive that could be tapped into in the future for books, documentaries, anniversaries, etc.

the marketing store

345 N Morgan St, Ste 1000, Chicago, IL 60607

2004 - 2010 : multimedia supervisor

When I started at tms, I saw that video was becoming a necessity for any creative agency. So I created an internal video group that brought video options to every project and client. I built and managed a team that delivered engaging video content, photographs, and presentation materials. I was responsible for all aspects of a project, managing resources, producing, directing, shooting & editing. All while working closely with the internal creative team to deliver their vision.

Key Responsibilities

- Created a plan to service internal stakeholders and external clients like McDonald's and Coca-Cola
- Delivered high impact, high quality, affordable internal content at a time when most agencies only offered multi-million dollar production services.

education

- College of DuPage, Glen Ellyn, IL – Video Production (2002 – 2004, coursework completed)
- Hope College, Holland, MI – Pre Law (2003, coursework completed)
- Timothy Christian High School, Elmhurst, IL – Class of 2000

software and tools

- Adobe Creative Suite (Premiere, After Effects, Photoshop, etc)
- Frame.io & Camera to Cloud Workflow
- Google Workplace & Microsoft Office
- Network Attached & Cloud Storage Solutions and File Management/Structure