

## Brendon T. Riha

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### VIDEOGRAPHER | STORYTELLER | START-UP FOUNDER

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Videographer, director and camera-op with significant experience creating impactful stories that impact viewers, create revenue for clients and use all realms of modern film-making to create a product that is meaningful in modern society.

#### EXPERIENCE

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##### BTR Creative

November 2012 - Present

##### Co-Founder | Videographer

As a founding member of a start-up company that now employs multiple freelance employees I created videos that tell a variety of stories. From business highlight and marketing videos to non-profit explainers to live-event multicam recaps, I discerned client needs and translated them into views and dollars for our clients. I grew our own profits and skills by using a laid-back but motivating environment where growth and collaboration are celebrated.

##### Storytelling & Production

Through intentional and thoughtful communication with my team and our clients, we put into action a well-thought out plan that was easily understood by our audience. We utilized the latest camera gear, software and filmmaking skills to distinguish our projects from the rest while creating a style of our own.

- Created internal marketing videos for several dozen companies, most notably Roche Diagnostics
- Edited countless multicam event videos for bands and organizations
- Generated revenue for non-profits while also growing their social media audience with relevant engaging content
- Streamed live video while directing and running on-air cameras

##### Business Expansion

RSDigital started from scratch as a partnership in 2012 and has since grown exponentially using technology, personable communication and the latest tools of the trade to keep up with an ever-evolving market.

- **Revenue Growth** - In its six years of existence, our revenue has grown 150% each year. With that growth, our two-person company has been able to bring on additional freelance employees to assist with production.
- **Gear and Skills Upgrades** - As the company grew each year, our gear and software did as well. With new cameras, microphones, color grading software and plugins we stayed up to date with trending technologies and industry standard methods of production.
- **Website/Social Redesign** - As a growing business, we implemented two different website designs to showcase our work and commitment to our product.

##### Client Interaction

As the face of the business, I interacted with clients during all phases of the project. I met our clients' goals while injecting my own ideas, style and creativity to each individual project.

- While establishing rapport, speaking in layman's terms, I was able to turn their ideas into scripts ready for pre-production.
- During production I directed a room in a way that made each shoot successful. My verbal and visual communication from initial setup to final take kept us on task and charging towards our goals.
- Utilizing post-production workflow websites such as frame.io & Wipster, I was able to have clear communication with the client throughout the entire post-production process.

##### Pearson Education

June 2014 – March 2018

##### Freelance Video Editor

As an editor for a multi-million dollar education company, I was an integral part of the post-production process that utilized my Premiere Pro editing & After Effects animation skills. As a collaborator on a team of up to 50 people, I was asked to edit meticulous details for educational Live-Lessons to give Pearson's customers the skills to be successful in many different realms of the IT world. As one small part of this huge team, I worked on tight deadlines where communication, attention to detail and being open to critique were very important to success.

##### Video Editing

- **Live - Lessons** - Utilizing on-camera and screen capture video, I worked to tell many different educational stories while making them interesting, thought-provoking and informative

- **On Camera Headshots** - Green screen chroma key and After Effects animations were used to convey introductory sub-lessons to every chapter.
- **Sub - Lesson Intros** - AE Bumpers were created for each chapter and each sub-lesson utilizing keyframes, movements and in-depth animations to show a new video in the series
- **Communication** - Working with a large project group that implemented constructive feedback throughout the lifecycle of the project, communication was an integral part of success. Using post-production collaboration software, we were able to hash out disagreements and errors in a timely manner that helped save the company money on the bottom line.

**The OMNI Center for Public Media**

May 2014 - May 2016

**Freelance Videographer/Editor/Producer**

This 501C3 organization handled direct production for the City of Carmel, Ind. Here, I learned valuable skills about working with a non-profit and collaborating with city officials in all realms of government.

- Produced videos for the City of Carmel, Ind. for web and television
- Edited and fulfilled graphic needs for promotional videos and documentaries
- Oversaw and programmed the City of Carmel's broadcast TV station
- Archived tapes, DVD's and show logs into internal server for backup
- Converted and transferred tape media to a digital format

**The Center for Performing Arts**

October 2014 - August 2018

**Audio/Video Stagehand**

Working in a fast paced event environment, I worked directly with touring audio and video road crews, house employees and touring managers to make sure all aspects of production went off without trouble.

- Operated live cameras and communicated with the director for successful shots & camera moves
- Built stages using stage plots for concerts, orchestras and other live events
- Set up microphones, video walls and acoustic treatment on a day-to-day basis
- Worked under strict timelines that varied shift to shift

**IATSE Local 30**

August 2007 - October 2014

**Audio/Video Stagehand**

While having a similar work structure to the CPA I worked with much larger scale tours in the largest venues in the Indianapolis area.

- Loaded and unloaded trucks
- Ran road cases and cabling to specific areas for load-in and out
- Participated in set-changes during live shows
- Operated camera shade and worked closely with video directors on-site

**EDUCATION**

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**School of Informatics, IUPUI Indianapolis**  
**Bachelor of Science in Media Arts**

May 2012

Concentration: A/V Production