

# Dominic Jordon

801-721-4350 • Ogden, UT • jordondominic@gmail.com

## EXPERIENCE

---

### Freelance Cinematographer

2022 - Present

American Dream TV | San Diego, CA

In this role, I produced compelling video content showcasing the best in real estate, enhancing the program's reach and impact. Through visually captivating narratives, I played a crucial role in establishing the show as a dynamic platform connecting audiences with top-tier national real estate and mortgage industry experts.

### Freelance Cinematographer

2021 - 2022

Marlon Dean Production

Collaborated closely with the director and production team to understand the creative vision and storytelling. Successfully navigated technical challenges to capture stunning visuals, contributing to the film's overall aesthetic and mood. Demonstrated versatility in adapting to different shooting conditions and environments. Played a pivotal role in the post-production process to ensure visual continuity and coherence.

### Freelance Videographer

Oct. 2022 - Nov. 2022

Be the Machine

Hire to attend a community event that got community members to do a group mural. I participated in the event and captured all the details, including key speakers and community members painting and capturing the event. I also interviewed the key people who organized it and the artist who designed the mural.

### Video Marketing Intern

Aug 2022 - Oct 2022

Utah Business | Salt Lake City, UT

- Introduced a new marketing strategy of utilizing video marketing to improve marketing reach on social media channels
- **Reversed underperformance** of social media channels by planning, filming, and editing engaging videos that had shown a 3x improvement across all social media metrics, including impressions, likes, shares, follows, and website clicks.
- Attend all events to film the event, create recap videos, and interview attendees to generate more social media content that helps build the community around Utah Business.

### Digital Media Specialist

March 2020 - Nov 2022

Tony Divino Toyota | Riverdale, UT

I was managing the visual assets and head of digital production. Job duties include planning, producing, and executing video production for the content marketing strategy. It revitalized the digital media process by planning shot lists for videos for advertising on the company website and social media.

#### Key Accomplishments:

- Organized and planned a creative shot list, prepped products, and filmed and edited videos for new vehicle campaigns.
- Increased leads generated from the website from improved quality of video

## EDUCATION

---

**Weber State University** | Bachelor of Science in Athletic Therapy Minor in Entrepreneurship May. 2019

- *Vice President of Marketing and Records*, Pi Theta Xi Fraternity

## SKILLS

---

Adobe Creative Suite | Davinci Resolve | Studio Lighting | Storyboarding | Storytelling | Interviews | Commercials | Photography | Color correcting | Color Grading | Feature films | Short Films