

# ALEX RASMUSSEN

COMMERCIAL FILMMAKER & 3D MOTION DESIGNER

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EMPLOYMENT HISTORY

## HUISH OUTDOORS

VISUAL ASSET MANAGER 2022-PRESENT

- Responsible for creating all photos, videos, 3D animations, motion graphics, & other digital marketing materials for **all 5 brands** & their products.
- Increased social media & youtube viewership & view retention by 20% within a year.
- Directed & produced all media (including 3D animations, composites & VFX) for Huish Outdoors & Oceanic's most successful product & launch to date; Oceanic+ an application & hardware line in partnership with **Apple**.
- Worked with marketing team to refresh all brand & style guidelines, which included creating new logo stingers for each brand in After Effects & Apple Motion.
- Developed new media intake, tagging & organization process for all internal & external visual assets with a D.A.M. that made finding assets **50% faster**.

## ACADEMY MORTGAGE

MEDIA SPECIALIST 2021-2022

- Produced short & long form video content for all loan officers in the state of Utah.
- Using Excel, Power Automate & scripting created fully automated no-cost **analytics dashboard** for all video content created.
- Flew to offices in AZ and CO to provide services **due to the quality** of media produced.

## REALTY ONE SIGNATURE

MEDIA SPECIALIST 2020-2021

- Produced a video training course for realtors amounting to over **15 hours** of content.
- Provided **drone piloting**, video walkthroughs & listing photos for all realtors.
- Created all media used to market Black Rock Mountain Resort, a new hotel located in Park City Utah.

## FREELANCE

MEDIA PRODUCTION 2020-\*PRESENT

- Built a successful wedding media brand & commercial production brand while attending Utah Valley University. Year to date completed over **150 different projects** for over **50 unique clients**, many of which are still active paying clients.
- Projects range from product advertising, event highlights, full video courses, short trailers, music videos and documentary style edits.

EDUCATION

- Utah Valley University**
- 2021 graduate **bachelors** in **digital marketing**
- minor in applied **data analytics**
- associates degree in **engineering**

REFERENCES

**Olivier Laguette**  
VP OF MARKETING  
HUISH OUTDOORS  
949-233-6811

**Steven Hasson**  
PAST CLIENT  
801-673-7726

**Tammi Bush**  
SALES SUPPORT  
MANAGER  
ACADEMY MORTGAGE  
951-315-6454

**Nick Hollis**  
OCEANIC & HOLLIS  
BRAND MANAGER  
510-909-6340

**Mike Faulk**  
PAST CLIENT  
801-580-5111

**David Pryzbyla**  
UVU PROFESSOR  
& MENTOR  
801-830-3381

TECHNICAL SKILLS HARD SKILLS SOFT SKILLS



video editing  
camera operation  
directing  
motion graphics  
visual effects  
3D animation  
sound design  
product photography  
drone pilot (part 107)  
photogrammetry  
web development  
color theory  
ppc campaigns  
data analysis  
scripting & coding  
workflow automation  
generative AI tools  
marketing strategy  
digital asset management  
graphic design

innovation  
Initiative  
curiosity  
problem solving  
team player  
growth mindset  
willingness to learn  
self-motivation  
critical thinking  
confidence  
integrity  
leadership  
work ethic  
resourcefulness  
positivity