

Lance Frierson

[Digital Portfolio](#) | P: 903-926-0879 | frierson.lance@gmail.com

SUMMARY

I have a strong passion for technology and multimedia, with proven expertise in video production, photography, audio, and graphic design. My comprehensive experience spans pre-production, production, and post-production, making me well-equipped to adapt to the evolving demands of the industry. I am highly motivated, committed to excellence, and consistently seek innovative solutions to enhance every project.

EDUCATION

THE ART INSTITUTE OF DALLAS

Bachelor of Fine Arts

Dallas, TX

May 2013 - December 2016

- Major in Digital Film & Video Production

TEXAS STATE TECHNICAL COLLEGE

Associate of Applied Science

Marshall, TX

Aug 2009 - December 2011

- Major in Multimedia Publishing Technology

WORK EXPERIENCE

UWORLD

Multimedia Production Specialist

Coppell, TX

Mar 2023 –

- Produce engaging, professional, educational, and promotional videos in collaboration with marketing and content development teams. Responsible for scripting, shooting, editing, and delivering high-quality videos and educational projects.
- Direct video production operations for educational modules and live video streams.
- Managed and maintained various production verticals, ensuring timely completion of scriptwriting, slide decks, and other production elements to meet post-production deadlines.

MARKETSCALE

Senior Video Editor & Video Production Specialist

Dallas, TX

Jan 2017 – Mar 2023

- Enhanced storytelling techniques for diverse clients, boosting website engagement by 7% – 15% through concise, compelling content.
- Analyzed data from 25,000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop-off rate, and 3x shares on social media
- Led cross-collaboration efforts with clients like Nokia, Microdrones, and Electrosonic, resulting in a client renewal rate increase from 72% to 81%.
- Mentored junior staff through weekly creative strategy sessions, maintaining high standards for web content production.

DALLAS MUSEUM OF BIBLICAL ART

Video/Audio Engineer

Dallas, TX

Sept 2015 – Feb 2017

- Produced 10+ audio/video tours for museums using Adobe Creative Cloud and Cubase, aligning with the museum's mission.
- Integrated current AV trends into museum experiences, utilizing professional voice actors and sound effects for immersive and educational visits.

SKILLS

- Video Production
- Adobe Creative Suite
- Leadership Experience
- Microsoft Office Suite
- Innovative
- Customer Service
- Communicator
- Problem Solver
- Time Management

ADDITIONAL

Certifications & Training: Drone Pilot Certification (FAA, Sep 2022)

Awards: Platinum Winner of the AVA Digital Video Awards for exceptional video content in the long-form Original Video Series category.