

LANCE FRIERSON

VIDEOGRAPHER, AWARD WINNING
VIDEO EDITOR, & VIDEO PRODUCTION
SPECIALIST

CONTACT



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[My Digital Portfolio](#)



[My LinkedIn Profile](#)

EDUCATION / CERTIFICATION

Digital Film & Video Production

BFA

The Art Institute of Dallas 2013–
2016

Multimedia Publishing Tech.

AAS

Texas State Technical College
2009–2011

Drone Pilot Certification

FAA

September 2022; Dallas, Texas

SKILLS

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

PROFESSIONAL EXPERIENCE

Senior Video Editor & Video Production Specialist

MarketScale | Dallas, TX | Jan. 2017 - Present

- Improved effective storytelling across various clients and client segments to increase audience visibility and lead generation through complete, concise, and compelling storytelling abilities resulting in increased engagement by 7% – 15% on their website.
- Incorporated the K.I.S.S (Keep It Simple, Stupid) Principle to prioritize tasks and implement creative strategies more efficiently and to increase the content produced for clients' online video platforms to ~35 video segments & graphics quarterly.
- Directed cross-collaboration efforts during the entire video production process, consulting with MarketScale's in-house Digital Media Strategists and clients including Nokia, Microdrones, and Electrosonic to conceptualize the initial vision and give it life using video production and video editing technologies which successfully completed projects which resulted in an average client renewal rate from 72% to 81% in the past year.
- Chosen from 2,500 entries based on quality, creativity, and resourcefulness as the Platinum Winner for the AVA Digital Video Awards for MarketScale: Made in America. Awarded by experienced professionals for the best-edited video content in the Long Form Original Video Series category.
- Mentoring and serving as a resource for junior staff by hosting weekly creative strategy sessions zoom meetings which uphold the company's standards for producing content for the web including setting direction, tone, style, and interactivity.

Video/Audio Engineer

Dallas Museum of Biblical Art | Dallas, TX | Sept. 2015 – Feb. 2017

- Coordinated and created 10+ audio and video tours for an array of museums with the use of Adobe Creative Cloud and Cubase that provided information about exhibits to tour participants in a clear, succinct manner to remain consistent with the museum's mission statement.
- Researched and integrated the latest media trends of the AV industry into the museum by proposing the use of professional voice actors and sound effects to create enveloping soundscapes and memorable soundbites to create a tailor-made, educational, and entertaining visitor experience.