

AVERY STRATTON

F I L M M A K E R / P H O T O G R A P H E R



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DENVER, CO



AVERYSTRATTON.COM

PROFILE

Avery Stratton is a world-traveled, award-winning filmmaker and photographer in the Greater Denver area. Armed a mass media degree and the professional, client-facing experience in all aspects of video, photo, and social media production to back it up, Avery has been recognized both locally and internationally for her work. In her free time, Avery enjoys impulsive book and vinyl-buying (but not really having time to enjoy them), playing acoustic sets for inattentive bar crowds, watching Jayhawk basketball, voraciously reading personal growth memoirs, hiking, rock climbing, and spending time outdoors with her dog and trusted sidekick, Jack.

TRAINING

ADOBE MAX
Los Angeles, November 2019

STORYBRAND
Online, March 2019

REDUCATION
Chicago, March 2018

THE IMAGE
DECONSTRUCTED
Denver, April 2018

EXPERTISE

Brand Management
Social Media
Verbal + Written Communication
Cinematography
Photography
Editing
Audio Engineering
Writing/Copyediting
Leadership

SKILLS

RED, Sony, Canon
Adobe Premiere Pro
Final Cut Pro X
Adobe Photoshop
Adobe After Effects
Adobe Lightroom
Adobe Illustrator
Logic Pro
Davinci Resolve

PROFESSIONAL EXPERIENCE

SOCIAL INTERACTIVE SPECIALIST / *Capitol Federal Savings Bank*
September 2019 - February 2020

- Create social-targeted creative assets (including videography, photography, and graphics) and campaigns that engage key audiences on social media
- Distribute strategic content for corporate social media accounts and manage a comprehensive editorial calendar in alignment with business goals and budget
- Respond to, interact with, and assist customers and online users across all social media sites
- Develop and report ROI models around social media engagement and other KPIs
- Consult with the marketing team and other departments on incorporating relevant social media techniques into the company's products and services
- Monitor social media trends, competitive activity, and emerging platforms to position Capitol Federal for future growth

FILMMAKER / *MotoVike Films*
May 2015 - August 2019

- Award-winning producer, director, cinematographer, writer, or editor for 100+ commissioned short films
- Editing videos and photos to create visual stories
- Start-to-finish production on independent video projects (pre-production, production, post-production)
- Editor for Netflix-featured feature-length documentary, “Teach Us All”
- Consulted “Kansas Outdoor Corps” brand, spearheading content creation through many social platforms.

This passion-driven brand led to the acquisition of the multi-million dollar state tourism account.

- Social media management for MotoVike and Kansas Outdoor Corps brands
- Collaborate with other filmmakers, producers, designers, and creative directors on projects
- Oversee multiple interns and provide feedback on assigned projects

FREELANCE PHOTOGRAPHER, FILMMAKER, AND WEB DESIGNER / *Self-Employed*
2015 - Present

- Produce and design social media-targeted videos, websites, and brand suites for freelance clients
- Capture priceless memories through the creation and delivery of wedding films

COMMUNICATIONS TEAM ASSISTANT / *Semester at Sea*
August 2017 - December 2017

- Generated multimedia content to cater to each SAS social platform (Facebook, Instagram, Twitter, blog)
- Produced over eight videos independently for SAS while traveling throughout 11 countries
- Shot event photography and videography to be used for internal and external marketing pieces

CREW MEMBER / *Washburn University Sports Production Crew*
August 2015 - October 2016

- Filmed sports events for Washburn and directed live events for national broadcasting

AWARDS

- BEST OF SHOW, “KHRC” (2020)
- JUDGES CITATION, “KANSAS BALLET” (2020)
- JUDGES CITATION, “YWCA Racial Justice Facilitation Video” (2019)
- GOLD ADDY, “YWCA” (2019)
- GOLD ADDY, “Washburn University Foundation Giving” (2019)
- GOLD ADDY, “What Optometrists See” (2019)
- GOLD ADDY, “McCrite Baseball” (2019)
- BEST OF SHOW, “McCrite Football” (2018)
- GOLD ADDY, “McCrite Football” (2018)
- GOLD ADDY, “#happy Website” (2017)
- GOLD ADDY, “T.V. Dinner” (2017)

EDUCATION

Bachelors of Arts / Mass Media (Film and Video), Minor in Sociology
Washburn University, 2015 - 2019