

Joshua Cornelius, Producer | Leader | Army Veteran

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LINKS	<a href="#">Portfolio</a> , <a href="#">Linkedin</a>	
PROFILE	Creative and strategic video producer with 7+ years of experience in high-quality content creation for digital and social platforms. Proven ability to lead production teams, optimize workflows, and deliver compelling visual narratives that drive audience engagement. Passionate about leveraging data insights to enhance storytelling and brand impact	
SKILLS	Cinematography Content Strategy & Audience Analytics Project Management Skills Cross-Functional Collaboration	Storytelling & Narrative Development Streaming & Digital Media Production Budgeting & Resource Allocation
EMPLOYMENT HISTORY		
Jul 2023 — Present	Lead Video Producer, Impact Films International LLC	Fort Lauderdale, FL
	<ul style="list-style-type: none"><li>Oversee the creation and execution of films across digital platforms.</li><li>Recruited and led a team of 10+ creatives, optimizing production logistics and enhancing cross-functional collaboration with marketing, design, and editorial teams, leading to a 25% improvement in workflow efficiency.</li><li>Managed end-to-end production from pre-production to post-production, successfully delivering 95% of projects on schedule and within budget.</li><li>Implemented content strategies for YouTube and Instagram, driving a 50% increase in viewership and a 30% boost in follower engagement by leveraging audience insights and platform analytics.</li><li>Planned and executed 50+ video shoots, securing top-tier locations and permits, streamlining logistics, and ensuring seamless production execution.</li></ul>	
Apr 2024 — Aug 2024	Studio Manager/Producer, Freshmade	Deerfield Beach, FL
	<ul style="list-style-type: none"><li>Developed and implemented strategic initiatives that optimized studio workflows, leading to an increase in project volume and revenue.</li><li>Expanded the production team by recruiting and training freelancers, enhancing creative output and turnaround time.</li><li>Strengthened studio-client relationships, leading to repeat business and improved client satisfaction.</li></ul>	
Dec 2021 — Mar 2024	Video Production Manager, University of Florida	Gainesville, FL
	<ul style="list-style-type: none"><li>Lead the development of over 1,000 videos for social media platforms such as Youtube, Instagram, and Twitter</li><li>Increased video views and engagement across university platforms by implementing data-driven content strategies.</li><li>Expanded and mentored a team of nine videographers and editors, reducing project turnaround time by 40% while fostering a culture of creativity and collaboration that led to more innovative content.</li><li>Improved interdepartmental relationships by aligning video content with marketing, recruitment, and educational objectives, leading to more effective storytelling.</li><li>Developed and implemented strategic initiatives that optimized studio workflows, increasing project volume by 35% and boosting revenue by 20% through streamlined processes and efficient resource allocation.</li></ul>	
EDUCATION		
Jul 2021 — Jul 2023	Digital Cinematography B.S., Full Sail University	Winter Park, FL
Jan 2011 — Dec 2014	Business Management B.S., Indiana University of Pennsylvania	Indiana, Pa