

# Joseph Russell Francis

917.640.3468 | joseph.francis1218@gmail.com | [www.linkedin.com/in/josephrfrancis](http://www.linkedin.com/in/josephrfrancis)

Results-focused media professional with demonstrated skills leading multi-functional production teams and collaborating to produce compelling and high-quality content. Keen ability for translating big-picture vision into actionable work for team members of all levels, with a proven success managing a full production life cycle of written and visual content.

Team Leadership | Client Interaction | Scripting | Crew Management | Budgeting | Creative Direction | Equipment Procurement  
Project Management | Adobe CS | Google Apps | Digital Distribution | Camera Operation | Corporate Videos | Talent Direction  
Social Media Production | Live U Streaming | Storyboarding | Live Video Direction | Live Studio Management | Wirecast

## Professional Experience

**Video Producer and Director – StatusCoup** | New York, NY August 2019 – Present

- Program creation and development for social media and website.
- Technical research and development for Live Streaming as well as Camera Operation for political interviews.
- Talent booking and management for sit down interviews during news cycle.

**Producer, Director, Freelancer** (Project Based) – **Execution Entertainment** | New York, NY Dec 2008 – Present

- Content creation in the form of filming and editing as well as manages all logistics for productions.
- Currently directs and manages on screen talent during preparation, recording sessions and interviews.
- Production of social media videos for several clients as well as podcast and live feeds.

**Director of Video Production – Neuroleadership Institute** | New York, NY June 2016 – Feb 2018

Managed 8 team members (20+ during production days including freelance vendors) with a focus on the execution of video concepts for a portfolio of clients including HP, Altria, Intel, NOKIA, and Microsoft all with budgets over 100K.

- Directed talent during live and recorded studio sessions, managed shoots, animation design, and the post-production process.
- Secured over 150k new subscribers in six months following a successful digital campaign on Facebook, LinkedIn and YouTube.
- Executed SOW's while Producing and Directing marketing/training videos—over \$10 million in annual client sales.

**Sr. Content Producer – Audioden** | Lake Grove, NY June 2015 – May 2016

Concepted promotional videos for conventions and marketing campaigns as well as produced company videos/commercials for publication on social media.

- Wrote scripts for voice over talent and tutorial experts as well as recording video footage and editing final captured footage.
- Managed talent through every state of production, coordinating deal memos, rates, and logistics.

**Video Development Producer – ABI Marketing & Public Relations** | New York, NY Feb 2014 – Feb 2015

Managed client relations and coordinated the production of videos, including production setup and client coaching.

**Video Director – Saatchi & Saatchi Wellness** | New York, NY April 2013 – Jan 2014

Successfully directed multiple pitch and promo videos for client proposals that translated to four conversions into long term contracts. Production scheduling liaison to accounts teams in order to coordinate various schedules.

**Video Content Producer, Cole Haan & Calvin Klein Commercials – PVH Corp** Nov 2012 – March 2013

**Creative Producer – LIU-TV** Oct 2005 – May 2008

**Intern – News 12 Long Island** Summer 2005

## Independent Freelance Production Projects

- **Freelance Videographer/Editor – “Multiple projects”** 2008 - 2014
- **Production Manager – I Laugh I Cry Films – “Butterflies of Bill Baker”** 2012
- **Producer – Amirah Films – “Death of a Prince”** 2012
- **Video Operator – New York Cosmos Soccer Club** 2011
- **Production Manager – Palace Living Production – “Palace Living”** 2010
- **Key Production Associate – American Princess LLC – “Courting Condi”** 2007 - 2008

## Education

**Bachelor of Arts, Communications** – Long Island University, Brooklyn, New York 2004 - 2008