

WILFRED H. SHIPLEY

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PROFESSIONAL SUMMARY

Vision-driven creative agent with career-long record of production, event coordination, and project management success for leading organizations

A motivated professional with the background and proven work ethic to guide and support creative production, strategic planning, process optimization, and more. Dedicated team member who is known for producing all aspects of projects, with the skillset to analyze complex information, facilitate key tasks, and train and mentor diverse individuals. Organized and a keen eye for detail, with demonstrated ability to prioritize and manage multiple projects simultaneously. Leverage strong communication skills to foster long-lasting relationships with colleagues, clients, and stakeholders. Thrive in fast-paced, collaborative, and diverse environments.

CORE COMPETENCIES

- Multimedia Production
- Editing & Post-Production
- Budget Management
- Cross-Functional Team Collaboration
- Creative Direction
- Live Events
- Sound Mixing & Mastering
- Location Scouting
- Team Leadership
- Pre-Production
- Script Writing
- Storyboarding

PROFESSIONAL EXPERIENCE

VALERO ENERGY CORPORATION, SAN ANTONIO, TEXAS, MARCH 2021 TO PRESENT

MULTIMEDIA PRODUCTION SPECIALIST

- Schedule, film, produce, and edit various video projects to be utilized company-wide, including training videos, e-learning, commercials, event promotions/recaps, interviews, CEO quarterly reports, recruitment videos, employee highlights, recurring video segments for a monthly newsletter, day in the life, story-driven profile pieces, and live streams.
- Write scripts, direct shoots, set up sound and lighting, manage equipment, maintain video archive storage, cast voice-over talent and produce live streams in-house.
- Complete all aspects of some video projects, such as logistics, shooting, and editing, independently while also working collaboratively with the Video Production Manager and other colleagues.
- Optimize and export videos and digital media in various formats for company accounts and social media platforms.
- Collaborate with the Marketing and Communications team to develop creative video concepts.
- Apply strong organizational skills to assist the Video Production Manager in managing the workflow of various video production projects, including the ability to share projects, protect assets, and archive large media files on the video library.
- Organize and Maintain production studio, editing bay, audio/video equipment, and digital media storage, including software/firmware updates.

ONE CREATIVE, SAN ANTONIO, TX, JANUARY 2003 TO PRESENT

CREATIVE DIRECTOR

- Offer more than 20 years of experience in video production.
- Perform all creative functions for multimedia client projects, from budgeting and writing to directing, shooting, editing, and producing the final product.

- Consult and complete all types of projects, including commercials, instructional videos, educational and tutorial content, promotions, stop-motion, time-lapse, documentary, interactive, short films, music videos, feature films, and live events.
- Familiar with all aspects of video production: Pre-production, Production and Post-Production.
- Experience in all aspects of video editing: from Ingesting Raw Footage to Rough Cut, to Finished Edit.
- Develop creative concepts for various business functions.
- Provide professional videography and photography services.
- Extensive experience with studio and field production, 4k video editing, compositing, color correcting, and motion graphics.
- Skilled at masking, keying, green screen removal, and tracking capabilities.
- Develop storyboards and write scripts, conduct interviews and lead voice-over sessions, and work as a Drone Operator.
- Maintain an understanding of budgetary concepts and procedures, obtaining permits, and securing locations.
- Provide the full production experience: Budgeting, writing, storyboarding, casting, filming, directing, editing, special effects and producing all forms of multimedia productions.
- Produce commercials, instructional videos, corporate, stop-motion, time-lapse, documentary, food cinematography, short film, music video, feature film, interactive, VR, and live events.

AMERICAN PAYROLL ASSOCIATION, SAN ANTONIO, TX, SEPTEMBER 2014 TO MARCH 2021

MULTIMEDIA MANAGER

- Oversaw all projects and team members in the multimedia and content creation department.
- Coordinated all studio operations and made travel arrangements for onsite productions to ensure smooth logistical execution.
- Shot, directed, and edited dynamic and engaging video content tailored for the company website, social media, YouTube, virtual and in-person conferences, and internal marketing video package gallery.
- Produced 2D animated videos, wrote scripts, and designed extensive, informative storyboards to support pre- and post-production teams.
- Ensured proper maintenance and upgrades for all audio and video equipment and creative studio hardware, including editing bays and sound booths.
- Executed all stages of production, from pre-production planning to post-production editing, formatting, sound mixing, and mastering.
- Orchestrated and staged several live conference events with more than 2,000 attendees and speakers.
- Filmed, edited, and produced content for conferences and coordinated social media live streaming of events.
- Monitored the latest content and production trends to implement in training.
- Gained key experience creating and editing interactive videos and 360-degree videos.

EDUCATION AND CREDENTIALS

COURSEWORK IN RADIO, TELEVISION, AND FILM, 2002

San Antonio College, San Antonio, TX

AWARDS AND HONORS

- **2021** - Best Feature Film, Best Texas Filmmaker, Screen ATX
- **2020** - Best San Antonio Filmmaker Award, San Antonio Film Festival
- **2020** - Best Film, Kanab Film Festival,
 - Director, writer, cinematographer, and editor of the original independent film "The Good Wolf"
- **2017** - Grand Prize, H-E-B Primo Picks Video Showdown
- **2010** - Tobin Grand Prize for Artistic Excellence, San Antonio Artist Foundation
- **2010** - Media Arts Award, San Antonio Artist Foundation
- **2008** - Top 10 Finalist "Make It Your Way Short Film Competition" Philips Electronics
- **2003** - Winner 1st Place, New York 1 Minute Film Festival

PROFESSIONAL AFFILIATIONS

- San Antonio Film Society, Member

VOLUNTEERISM

- Fiesta Commission, 2020, produced, edited, and directed pro bono
- San Antonio Pets Alive, 2019, produced and directed pro bono

ADDITIONAL INFORMATION

Languages: English, Spanish (basic)

Technical Proficiencies: Mac OS, Google Suite, Microsoft Office Suite (Excel, Word, Outlook, Access, PowerPoint), Adobe Creative Suite (After Effects, Premiere Pro, Audition, Photoshop, Rush), Final Cut X, DaVinci Resolve, Catalyst, OBS, Final Draft, Insta360, Keynote

Interests: Film competitions, travel, vlogging, cooking, photography, cycling, swimming

References: Available upon request