

DAVE ROBERTS

MULTIMEDIA PROFESSIONAL

PROFILE

Experienced multi-media professional with extensive career knowledge including multi-media production needs of corporate and non-profit organizations both large and small. Experience with large venue conferences, concerts, events, weddings, promotional/marketing packages, studio management, live/broadcast events, and consulting.

Servant leader with a solid background in managing/coordinating over twenty media volunteers and three paid media staff members. Known for developing and mentoring future media leaders through internship program and as an adjunct instructor.

Passion for using my craft to create quality products that promote my client's vision while staying under budget.

PROFESSIONAL EXPERIENCE

LEARNING CONTENT CREATIVE DESIGNER

WALMART, BENTONVILLE, AR | FEB 2018 - PRESENT

- Managed the coordination, production, and delivery of key learning video content for many parts of the company including Human Resources, Merchandising, Supply Chain, eCommerce, Legal, Finance, and Executive Leadership.
- Managed pre-production aspects of video products, including reviewing scripts and storyboards with Stakeholders and Subject Matter Experts, hiring talent, coordinating locations, coordinating crew, and planning logistics for day of production.
- Managed production of video products on location, including gathering equipment, setting lights and auxiliary equipment, recording audio and video footage, and digital file management.
- Managed post-production aspect of video products, including digital file management, editing, compositing, color grading, effects, motion graphic design, closed captioning, and delivery.
- Created video products in an Agile style of workflow, supporting Walmart's High-Performance culture.

MEDIA DIRECTOR

FIRST BAPTIST CHURCH, BENTONVILLE, AR | SEPT 2004 - DEC 2017

- Director of media department responsible for all multi-media needs of the organization including video production, print, social media sites, mobile app, website, advertising (print, video, newspaper, banners, and radio), ticket sales, live events (on and off-site), concerts, conferences, weddings, funerals, weekly services, women's events, men's events, youth events, community events, A/V meeting support, studio management, volunteer coordination, department budget/management, and all organizational technology needs.
- Managed and coordinated over twenty media volunteers and three paid media staff members utilizing Planning Center.
- Facilitated meetings with key internal and external stakeholders for planning, promoting, advertising, and coordinating all organizational events, promotional campaigns, and all A/V meeting needs.
- Managed a \$500,000 studio control center including planning, purchasing, and maintenance of equipment within a \$70,000 yearly budget.
- Responsible for producing and directing all videos for weekly services, weekly events, weddings, funerals, and special events.
- Mentoring/developing youth through media internship program.



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EDUCATION

BACHELOR OF ARTS, COMMUNICATION WITH
EMPHASIS IN VIDEO PRODUCTION
Southwest Baptist University
Bolivar, MO
Graduated May 1996

CLIFTON STRENGTHS

Developer
Empathy
Relator
Connectedness
Responsibility

KEY SKILLS

Project/Event Management
Customer/Media Relations
Directing
Video Production/Editing
Writing/Editing/Storyboarding
Media Archiving
Studio Management
Digital Platform Management
Servant Leader
Self-motivated
Problem Solver
Detail Oriented

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ADJUNCT HIGH SCHOOL INSTRUCTOR

LIFEWAY CHRISTIAN SCHOOL, CENTERTON, AR | AUG-DEC 2016

- Developed and taught curriculum for a semester long “Introduction to Video Production” course.
- Responsible for researching and advising on purchase of minimum needs for video production course within a very limited budget.
- Utilized iPhones, DSLR cameras, lighting, microphones, and Final Cut Pro to teach high school students the basics of video production.
- Course included industry terminology, equipment types, storyboarding techniques, lighting, shooting, and basic video production concepts.

FREELANCE / CONSULTANT

SELF-EMPLOYED, BENTONVILLE, AR | 2004-PRESENT

- As a freelance multi-media professional, my event portfolio includes working multiple national conferences and events throughout the United States.
- As a multi-media consultant, I have provided recommendations for media purchases and installation to the following organizations: Joppa House of Prayer, Rogers, AR; Westside Baptist Church, Colcord, OK; First Baptist Church, Centerton, AR; and First Baptist Church, Gravette, AR.
- Freelance video production clients include some of the following: Thrivent Financial Services, 2019; Habitat for Humanity, 2017; Hope Cancer Resources, 2017; and Tangible Truth Ministries, 2013-present

VIDEO PRODUCER

WALMART, BENTONVILLE, AR | APR 1997 - SEPT 2004

Walmart Television 1999-2004

- Produced and directed thirteen different live broadcasts for Walmart TV shown monthly including “Marketing 101.” Responsibilities included facilitating client meetings for pre-production, content, graphics packages (show opener and presentations), live broadcast planning, and directing of live broadcast.
- Live meeting support for Saturday Morning Meetings, Shareholders, Holiday Meetings, and Year-Beginning Meetings held both locally and throughout the United States.

Walmart International Marketing 1997-1999

- Responsibilities included video production for all International meetings, International video conference support, and meeting support for Year-beginning and shareholders meetings held locally, in Puerto Rico, and Canada
- Awards/Recognition: Digital Video Magazine Finalist for “Yes We Can!” video

TECHNOLOGY

Mac OS/PC
Final Cut Pro X
Adobe After Effects CC
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Premiere Pro CC
Planning Center
Studio Cameras
Digital Film Cameras
DSLR Cameras

WEB LINK

Portfolio available at
www.daverobertsproductions.com