

IAN MICHAEL GULLETT

Video Editor

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STATEMENT

Since 2014, I've served as the founding editor of the Lowe's Home Improvement Content Studio. In this role, I've helped create many of the production and post-production systems that enable Lowe's to produce thousands of pieces of best-in-class video content each year. My editing, writing, and directing work with Lowe's has accumulated millions of YouTube and Social Media impressions, and has been featured during the 2020 NFL draft.

Our team has been responsible for measurable growth in online sales, YouTube subscribers, social engagement, and time-watched metrics. We also generated direct revenue through vendor-funded advertising programs.

RECENT WORK EXPERIENCE

Video Editor/Director

2014-Present

Product Content, Lowes.com
Web Series, YouTube
Streaming Advertising
In-Store End Cap Video
Social Media Assets
Buyer's Guides, How-To
Broadcast

Lowe's Home Improvement

Lowe's Video Content Studio

- Collaborated daily with Creative Producer, Director of Photography and production team to ensure creative standards of Lowe's and all product vendors are met.
- Edited thousands of best-in-class video content projects, including ingest, edit, audio recording, color, mix, and output, while maintaining post-schedule.
- Worked cross-departmentally with MARKeting, PR, Brand, Social and Internal teams.
- Rendered assets for delivery on multiple platforms.
- Worked with and managed outside vendors for voice-over recording.
- Equipped and managed all post-production equipment including editing systems, software, audio/voice over booth, and client viewing suite.
- Consistently led the entire Lowe's team to use the newest and most useful features of Adobe Creative Cloud, as well as many other related tools.

Specialist

2009-2010

Apple Retail

- Led creative workshops and one-to-one customer training sessions.
- Maintained store-leading sales.
- Responsible for new employee training.

Freelance Creative

2008-Present

- Provided web development, remote video/podcast production, and creative training for a wide range of international clients.
- Worked with IP from Disney, Marvel, DC, and Warner Brothers.

EDUCATION

Bachelor of Fine Arts

University of North Carolina
School of the Arts
School of Filmmaking

Discipline - Directing/Editing

2010-2014

FILM/TV

The Collection

(Short Film) 2014

Director

Winner - Emmy Award - 2015 College Television Awards

Official Selection - Full List at <http://www.ianmichaelgullett.com/portfolio/the-collection/>

Title Fight

(Short Film) 2013

Director/Screenwriter

Winner - 2013 Society of Camera Operators National Student Operator Competition

Official Selection - Full List at <http://www.ianmichaelgullett.com/portfolio/title-fight/>

Locked Up/Stand-up

(TV Pilot) 2013

Editor/Assitant Director

Stand-Up Comedy Goes to Jail. Directed by Charlie Haid. Starring Lenny Clarke, Steve Sweeny.

KEY SKILLS

Premiere Pro

After Effects

Adobe Creative Cloud

Frame.io

Davinci Resolve

Masv

Pro Tools

All Social Platforms

Active Listening

Solution-Oriented

Assume Positive Intent

"Let's Find Out"

Employee Training

Collaboration

I love telling stories