

IAN MICHAEL GULLETT

Senior Video Editor

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STATEMENT

I help Fortune 100 marketing organizations build and operate in-house creative studios that have generated thousands of pieces of best-in-class video across the past decade. I work remotely with artists and teams around the world to rapidly produce and deliver stunning content videos that brand, sell, influence, educate, and entertain. I live down the editing rabbit-hole, click pixels, cut, and communicate.

Why do we make a video, instead of communicating in any other medium? It gives us a chance to make people feel some kind of a way. That is an enormous opportunity. It's a huge responsibility. When we ask for a viewer's time, it's our job not to waste it.

WORK HISTORY

Senior Video Editor Global Brand Studio 2020-Present

Webex by Cisco

- Lead post production for the multi-billion dollar Webex business unit through a global rebrand. Integral in creating a new cinematic style for Webex content.
- Created and managed net-new motion graphics packages for brand content and live events.
- Helped save between 25-50% cost of post for commercials, content, and events.
- Supervised the efforts of dozens of internal and agency editors world-wide, maintaining quality, creative, and brand standards.
- Created post-production systems to seamlessly hand projects to and from external agencies for VFX work, collaboration, rough cut through review and finishing. All remotely.
- Collaborated with teams from Apple, McLaren, Google, and more.
- Stepped in frequently to write copy, advise live shoots, and produce project as needed.
- Edited hundreds of b2b and b2c content videos, working directly with product marketing.
- Led bi-weekly workshops and trained team members 1-1 to level up their video editing capabilities.

Video Editor/Director Content Studio 2014-2020

Lowes Home Improvement

As a founding member of Lowes' Content Studio. I edited and directed thousands of videos including Product Content, How-To, Web Series, Social Media, PR, Commercials, and Streaming. My efforts contributed to 1mm + Youtube subscribers, measureable growth in sales, revenue through vendor-funding, and redefined the Lowe's Brand. And I learned how to use tons of tools.

Freelance Creative 2008-Present

Various Clients and Agencies

- 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.

SKILLS

Adobe Creative Cloud	Ninja-Level Remote Work
Premiere Pro	Active Listening
After Effects	Solution-Oriented
Davinci Resolve	Always Training
Social Media	Always Learning
Frame.io	Assume Positive Intent
Webex/Zoom/Teams	Hire/Cast Inclusively

EDUCATION

Bachelor of Fine Arts

University of North Carolina
School of the Arts
School of Filmmaking

Graduate of the Film Directing
program with a secondary
emphasis on Picture Editing.

REFERENCES

Josh Gillick
Senior Creative Director
Cisco Webex
P: (408) 781-2633

Andrew Manzella
Creative Director
Lowes Home Improvement
P: (704) 957-6464