

GARY W. HUGHES

PO Box 1147
Ringgold, GA 30736

423-637-1387
g.hughes@rocketworksmedia.com

SUMMARY

Producer, Director, Editor, Videographer: Extensive experience in direct response, project management, editing, graphic design, photography and audio. Proven ability to produce high-end commercial products. Creative, enthusiastic with strong technical, analytical, problem solving, communication and relationship management skills. Highly experienced in using and troubleshooting specialized video, audio and graphic software and hardware on PC and Mac.

TECHNICAL EXPERTISE

Editing: Final Cut Pro, Discreet Edit

Authoring: DVD Studio Pro

Graphic Design: Motion, Livetype, Photoshop, Illustrator, After Effects, Combustion, ProAnimator

Audio: Soundtrack Pro, Bias Peak, Sony Sound Forge

PROFESSIONAL EXPERIENCE

ROCKET WORKS MEDIA LLC, Ringgold, GA

2003 - Present

Owner/Producer/Director/Editor/Graphic Designer

- Started company to broaden my abilities with various creative software and non-linear editing systems through freelance.
- Produce or consult on set design, wardrobe, talent and script, plus edit short-form and long-form commercials, instructional videos, and web video.
- Major Direct Response clients include Orange Glo International, New York celebrity hair designer, Ellin Lavar and AlivenLabs Cell Essentials OPC Factor Antioxidant Supplement.

MUSTANG MARKETING LLC, Akron OH

2000 - 2008

(Formerly Integrity Global Marketing)

Senior Video Editor/Production Designer

- Recruited to update the visual image on projects through editing, CG and audio mastering.
- Designed and drove the direction of photography, editing, graphics and audio for infomercials, commercials, instructional videos, marketing videos, DVDs and web video.
- In the latter years, designed and maintained online stores.

Pre-Production and Production:

- Conceived and planned artistic direction and overall “feel” for video shoots.
- Designed sets utilizing conventional drawing and 3D previsualization.
- Communicated with and managed set builders, art directors, directors of photography, lighting directors, colorists and audio engineers.
- Produced, directed and/or shot video.

Post-Production and Other Responsibilities:

- Supervised or performed offline non-linear editing on all video projects.
- Performed all online editing and audio mixing/mastering.
- Managed post-production jobs, processes, personnel, systems and equipment.
- Trained Junior Editors in proper use of software and artistic vision.
- Trained others in the use of still photography equipment and lighting.
- Designed a tape vault management system and database for a rapidly growing library of over 2,000 reels which dramatically increased efficiency.
- Researched, purchased, installed and maintained equipment, hardware and software.

Major Projects at Mustang Marketing:

Billy Blanks TaeBo

- Designed CG and edited a large quantity of TaeBo workout videos on a short deadline.
- Created a 30 second video-only spot that aired every 10 minutes on the Jumbo-Tron in Time Square during the “ball-drop” event for the 2001 New Year.
- Assisted on six live airings featuring Billy Blanks at QVC.
- Edited several versions of the TaeBo infomercial.

The Alexis Vogel System

- Production designer, editor and/or associate producer on 37 versions of The Alexis Vogel System infomercial, consisting of over 150 reels, thousands of clips, hundreds of simple 2D animations and several complex 2D and 3D animations.
- Producer, Director, Associate Producer or Assistant Director on photo and video shoots with models, talent and testimonial subjects for marketing videos, infomercials and high-fashion style b-roll shoots.
- Lighting Director and Photographer for product shots used in animations, catalogs and online store.

Any Body Can Draw

- Designed 100 foot by 75 foot, 360 degree set for the Any Body Can Draw infomercial. The set included many custom builds, a studio audience and the 8 foot tall by 240 foot long Guinness World Records 2005, “Largest Pencil Drawing by One Artist”.
- Edited 4 infomercial versions plus a few short-form commercials.
- Key player in product development, cost expenditures, vendor choice and package design.
- Supervised editing and CG for 14 “Learn to Draw” instructional videos.

Online Stores

- Designed and coded multiple themes for online stores using ZenCart ecommerce software.
- Supervised, trained and mentored staff.
- Co-maintained the websites and inventory.
- Photographed products for inclusion in the online stores.
- Designed marketing material.
- Produced and directed photographers and models.

- Designed sets, wrote scripts, designed graphics and edited commercials and instructional videos.

VISUAL ENERGY STUDIOS, Cleveland, TN

1999 – 2000

A division of Corporate Media Group, Inc. (CMG)

Production Manager/Audio Engineer

- Designer, coordinator and client liaison for video, audio and event productions.
- Recruited production staff and established the new division and identity under CMG.
- Designed and managed construction of 4 audio, video and DVD suites, plus a machine room.
- Installed over 2 miles of wire, connected equipment and trained staff in the proper use of the patching system and equipment sharing practices.
- Project Manager for editing sessions, audio recordings, audio mastering and in-house post-production workflow.
- Excelled in audio recording, mixing, mastering and non-linear editing.

PROFESSIONAL DEVELOPMENT

Certificate, Apple Motion, Future Media Concepts, NAB in Las Vegas, NV

Certificate, Discreet Combustion, Future Media Concepts, Philadelphia, PA

Certificate, 3D Studio Max, The Renaissance Center, Dickson, TN

Certificate, Media 100, Bowling Green State University, Bowling Green, OH

Certificate, Sonic DVD Creator, Sonic Solutions, San Fransisco, CA

Certificate, Industrial Electronics, Chattanooga State Technical Community College, Chattanooga, TN

Certificate, Recording Engineering, The Sound Room, Fort Oglethorpe, GA