



JOHN ARENDRER

VIDEO | PHOTO | GRAPHICS

ABOUT ME

I'm a media pro with a passion for creating top-notch content that really grabs people's attention. I've done a bit of everything in the industry - from directing videos to running social media accounts - and I'm always up for a new challenge. Whether it's capturing the perfect shot as a videographer, taking killer pics as a photographer, or presenting information beautifully in a graphic, I've got an eye for detail and a passion for storytelling.

CONTACT

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EDUCATION

BACHELORS OF ARTS

JOURNALISM - PUBLIC RELATIONS

*The University of Southern
Mississippi*

2014-2017

SKILLS

- Adobe Creative Suite
- Final Cut
- Sony Alpha Cameras
- Vast lighting knowledge
- Audio capturing techniques
- Video editing best practices
- Copywriting
- Vast sports knowledge

WORK EXPERIENCE

DIRECTOR OF VIDEO PRODUCTION

Noble Motive Creative Studio | August 2021 - Present

As director of video production for Noble Motive, I conceptualized, produced, and edited various styles of videos to meet the goals of our clients. As a main point of contact, I communicated effectively about budgets, deadlines, and needs for every shoot.

- Provided creative direction for the most compelling and effective video
- Expertly operated cameras, lighting, and audio for professional results
- Edited each project to meet the communicative objectives for each client
- Built and archived asset libraries for each client for future use

MEDIA DIRECTOR

The Church at 4Points | March 2020 - July 2021

As the media director for The Church at 4Points I developed the church's media strategy, managed social media accounts, directed and produced weekly live streams of services, video and photo content, and graphics.

- Developed strategic communications plan to grow the church's online presence
- Directed multi-cam live stream with live graphics of weekly services
- Conceptualized and produced and edited high quality video and photo content
- Grew social audiences by 54%

SOCIAL MEDIA COORDINATOR

Hattiesburg High School Athletics | August 2018 - March 2020

In this position, I started social accounts from scratch, and I was solely responsible for developing and implementing content plans for graphics, photo and video content. I also directed and oversaw a student produced multi-cam live stream of football games.

- Grew Facebook account to 3,500 likes, Instagram to 1,200 followers, and Twitter to 700 followers in four months
- Cinematic football highlight videos averaged over 35,000 views weekly
- Directed and shot media day for every sport for a continually used content library