

DREW KELLER

PRODUCER | PHOTOGRAPHER | EDITOR | EDUCATOR

Founder and president of StoryGuide. Independent producer and filmmaker for broadcast, corporate and web. Consultant and trainer in emerging production practices.

- 20 years experience in video production
- Award winning video producer and editor
- Digital and Social Media expert

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2820 S. Adams Street, Seattle, WA 98108

RECENT WORK EXPERIENCE

- StoryGuide**
July 2010 - Current
PRODUCER | PHOTOGRAPHER | EDITOR | CONSULTANT
Media consultant with Fortune 500 organizations across North America and Europe. Shoot, write, edit and produce video content for broadcast and web delivery. Developed & maintain online video training site: StoryGuide.net
 - Video content produced includes documentary, children's programming, corporate marketing, and video training
 - Conference keynote speaker and workshop facilitator.
 - Clients: KPMG, NASDAQ, World Bank/IMF, SWIFT, DTTC, Microsoft, Siemens, Sprint, Southwest Airlines, Ragan Communications, Mayo Clinic, Dallas Children's Hospital, American Academy of Pediatrics, Canadian Blood Service, AVVO, PPL, Omaha PUD, Denver Water, Spectrum Health.
- University of Washington**
1997 - Current
INSTRUCTOR
Faculty, University of Washington's School of Communication, Communication Leadership Graduate Program
 - Developed online storytelling, digital media distribution & intensive storytelling courses.
 - Course content includes: content marketing, narrative voices, technology's impact on storytelling.
 - Led six-month documentary program. Student films appeared in film festivals world-wide.
- Microsoft**
2000 - 2010
MEDIA SPECIALIST / PROJECT MANAGER
Media Specialist
 - Edit and manage video production for special events, games, case studies, streaming media and external clients.
 - Consistently led organization in cost-recovery efforts through expertise and efficiency.
 - Developed storytelling workshops for Microsoft employees.

PROJECT EXPERIENCE

- Microsoft**
Jan 2009 - July 2010
MICROSOFT STUDIOS MEDIA PORTAL
Development and site management of Microsoft Studios media portal
 - Project management, site branding, oversight of site architecture, technology requirements, media paths, taxonomy, project timeline, budget, and vendor management.
 - Cross-group collaboration for site integration throughout company.
- PBS**
1995 - 2013
BROADCAST TELEVISION PRODUCTION
Documentary and Children's program producer, writer, editor & designer
 - Programs include: Biz Kid\$, Bill Nye the Science Guy, Master Chef USA, Myth America, Inter|Face
 - Documentaries include: Three Minutes to Change the World, The Meaning of Food, American Master's program "Vaudeville", Huchooseda, Death: Trip of a Lifetime, Moscow Treasures and Traditions

AWARDS & HONORS

National Emmy, Promax, Broadcast Design Award, National Educators Award, Iris, Telly, 9 Regional Emmys

EDUCATION

- Master of Arts**
2007
MASTER OF COMMUNICATION IN DIGITAL MEDIA
University of Washington
RELEVANT COURSEWORK
Digital Media Law, Media Management, Visuals in Technical Communication, Marketing and Branding in Digital Communication
 - Graduated with a 4.0 GPA
- Bachelor of Arts**
1980
BACHELOR OF SCIENCE - BROADCAST JOURNALISM
Boston University
 - Graduated with a 3.8 GPA

PROFESSIONAL SKILLS

PRODUCTION

Project Management
Writing
Producing
Editing
Design
Videography
Photo
Sound Design

APPLICATIONS

Premiere Pro
Final Cut Pro
Avid DS
Avid Media Composer
Photoshop
After Effects

Vegas
Audition
Speed Grade
Dream Weaver
Camtasia

CONTENT MARKETING

VSEO
Adwords
YouTube
Qumu
Kultura
Brightcove
WordPress
Hootsuite