

RESUME | CV

DREW KELLER

PERSONAL INFORMATION

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MICROSOFT CORPORATION 2017 - present

SENIOR CONTENT DEVELOPER - E+D

Produce, write, shoot and edit video stories for the Microsoft Office team. Work with senior and executive level stakeholders to plan and produce corporate content. Guide subject matter experts through all phases of the production of consumer and business-audience videos. Train employees on best practices in internal communication and emerging technology. Represent Microsoft as a public speaker at conferences world-wide.

UNIVERSITY OF WASHINGTON 2006 - present

PART-TIME LECTURER - SCHOOL OF COMMUNICATION

Lead multimedia storytelling and digital media distribution courses for the Communication Leadership Digital Media graduate program in the University of Washington Department of Communication. Course content emphasizes exploration of emerging narrative voices, content marketing best practices and contemporary technology's impact on storytelling. Courses include Multimedia Storytelling, Streaming Media and Storytelling Intensive

CONTENT CREATOR 4/2008 - present

HOST, DEVELOPER & CONTENT CREATOR - YOUTUBE

StoryGuide channel on YouTube. Series of video and text tutorials presenting best practices in video production with an eye towards social media integration. Series targets employees in business, education, and non-profit environments. Program branding and focus reflects lectures and workshop content. <http://bit.ly/2DGTCSv>

CONSULTANT 2010 to 2017

PRESENTER, SPEAKER & FACILITATOR -

Conference keynote speaker and workshop facilitator. Focus on digital and social media, developing successful media strategies, channel creation, and brand management. Extensive experience in web video production and delivery.

Client training includes video production best practices, camera techniques, writing for video, story structure, leading effective interviews, file management, using mobile devices for video creation, integrating video into online marketing strategies and video editing. Published three eBooks devoted to helping users get started with Premiere Pro CC, Sony Home Studio and Premiere Elements video editing software.

Develop digital media best practices, user engagement, content creation, effective audience identification, audience retention and content marketing with Fortune 500 companies. Clients include NASDAQ, KPMG, Southwest Airlines, Sprint, Microsoft, Ragan Communications, The Mayo Clinic, Dallas Children's Hospital, Denver Children's Hospital, Spectrum Health, American Academy of Pediatrics, Cape Cod Healthcare, World Bank/IMF, SWIFT, Modern Woodmen Insurance, AVVO, DTTC, Canadian Blood Service, Denver Water, Con Edison, Chesapeake Energy, Omaha Public Power, Domtar Paper and The Siemens Corporation.

**LAKE WASHINGTON
INSTITUTE OF
TECHNOLOGY**
2010 to 2012

INSTRUCTOR -

Developed storytelling and video production class. Course emphasized best practices in video production for broadcast, web, industrial and events.

**MICROSOFT
CORPORATION**
2000 to 2010

MEDIA SPECIALIST - TECHNOLOGY EVANGELIST & SITE MANAGER -

Development, project management and site management of Microsoft Studios media portal. Developed storytelling workshops for Microsoft employees.

2008 - 2010

VIDEO POST PRODUCTION -

Edit and manage video production for special events, games, case studies, streaming media and external clients. Platforms include Avid Media Composer, Avid DS, Discrete Edit*, Final Cut Pro, Motion, Color, Premier Pro, Sony Vegas, Photoshop, Expressions Suite, and Camtasia. Apple Certified Final Cut Pro and Adobe Certified Premiere Pro Editor, Avid alpha and beta tester.

2000 - 2008

**UNIVERSITY OF
WASHINGTON
EXTENSION**
1997 to 2008

INSTRUCTOR -

Developed and taught as co-instructor nine-month documentary certificate program. Student films appeared in film festivals world-wide.

**ART INSTITUTE
OF SEATTLE**
1996 to 1998

INSTRUCTOR -

Developed and led three courses in the video production program. Courses included Documentary Production, Avid Non-Linear Editing and Music Video Production.

**INDEPENDENT
PRODUCER**
1991 to 2017

PRODUCER, EVENT PRODUCER, WRITER and EDITOR -

Creator of documentaries, entertainment programs, live television events, animation, promotional spots, corporate and institutional programming.

Broadcast projects include writing and editing for the PBS documentary "*Three Minutes to Change the World*" and the PBS Series "*BizKid\$*". Editing broadcast credits include the PBS documentary series "*The Meaning of Food*", the American Masters episode "*Vaudeville*"; "*Master Chef USA*"; "*Huchooseda*" for the BBC; "*Death: The Trip of a Lifetime*" for CPB; and "*Myth America*" for Discovery/TLC. International program and promotions producer for "*Bill Nye the Science Guy*". Executive Producer of "*Almost Live's Guide to Living in the Northwest*" for King Broadcasting;

Broadcast clients include Disney, PBS, BBC, Buena Vista International, The Showtime Network, Discovery/The Learning Channel, Harpo Productions, Arista Records, Comedy Central, Microsoft, Google, West 175 Enterprises, Far Works Films, KRON Video Enterprises and local television stations.

National honors include: **National** and **Regional Emmy** awards ("*BizKid\$*" and KING5), **ProMax BDA** design award ("*Bill Nye the Science Guy*"), **Iris** award ("*Almost Live*"), **NEA Advancement of Learning Through Broadcasting** ("*Death: The Trip of a Lifetime*") and **Telly** awards.

**BOEING COMPUTER
SUPPORT SYSTEMS**
1990 to 1991

EXECUTIVE PRODUCER -

NASA Marshall Space Flight Center Huntsville, AL
Coordinated Space Shuttle mission coverage at both the Johnson Space Center and Marshall Space Flight Center. Developed "*Today in Space*", NASA's daily live Mission News Program. Responsible for editorial content, production management, communication and coordination between the Public Affairs Office, stakeholders and production resources.

**KING TELEVISION
Seattle, WA**
1985 to 1990

EXECUTIVE PRODUCER - Goodwill Games

SPECIAL PROJECTS PRODUCER - Goodwill Games

SPECIAL PROJECTS PRODUCER - Closeups

PROGRAM PRODUCER - Tracey & Company

PROGRAM PRODUCER - Evening

FIELD PRODUCER/PRODUCTION EDITOR

Coordinated and executed station Goodwill Games coverage. Produced pilot for quarterly News Prime Time series ("*Closeups*".) Developed local magazine-style entertainment show ("*Tracey & Company*") including hiring and managing a staff of 14. Developed and launched local magazine-style entertainment show ("*Evening*") including hiring and managing production staff. Program is still on the air.

EDUCATION

UNIVERSITY OF WASHINGTON - Master of Communication in Digital Media, Seattle, WA. 2007

BOSTON UNIVERSITY - BS Broadcast Journalism

Boston, MA. 1980

Minor in Political Science, Completion of requirements for degree in Photojournalism.