



Drew Keller
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DREW KELLER
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Editor / Photographer / Producer / Writer

- Expert storyteller, editor and media producer
 - Award winning video professional with experience in broadcast, corporate, academic and non-profit communications
 - Respected leader of creative teams, media productions, and online projects. Proven ability to deliver content that engages from conception through production to distribution
 - Expert in online media distribution, emerging technology and production tools. Proven ability to choose the right path and master new tools
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SKILLS

- Video Editing
 - Photography / Videography
 - Graphic Design
 - Video Compression
 - Corporate Communications
 - Creative Development
 - Web and Video Content Development
 - Media Training
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EDUCATION

UNIVERSITY OF WASHINGTON – Master of Communication | Digital Media, Seattle, WA. GPA 4.0
BOSTON UNIVERSITY – Bachelor of Science | Broadcast Journalism, Boston, MA GPA 3.8

PROFESSIONAL EXPERIENCE

EDITOR / INDEPENDENT PRODUCER / PHOTOGRAPHER, Seattle, WA – Producer, Writer, Photographer and Editor of a broad range of video programs and packages 9/1995 to present

Create effective and engaging content targeted for specific audiences. Video types include documentaries, entertainment programs, live television events, animation, promotional spots, employee training, corporate and institutional programming.

Selected Accomplishments:

- Writing and Editing the PBS documentary “Three Minutes to Change the World” and on the PBS educational series “Bizkid\$”.
- Producing, Shooting and Editing 74 video packages for Spectrum Health’s “InFocus” in 10 weeks
- Writing, Videography, Editing and Design for Microsoft internal training series “WW Marketing Excellence”.
- Video editing for international broadcast programs including “The Meaning of Food”, American Masters “Vaudeville”, “Master Chef USA”, “Huchooseda”, “Myth America” and “Bill Nye the Science Guy”.
- Corporate marketing projects for Microsoft, Google, Ragan Communications, Omaha Public Power, and Spectrum Health.
- Broadcast clients include Disney, PBS, BBC, Buena Vista International, The Showtime Network, Discovery/The Learning Channel, Arista Records, Comedy Central, West 175 Enterprises, Far Works Films, Screaming Flea, KRON Video Enterprises and local television stations.



UNIVERSITY OF WASHINGTON, Seattle, WA – Communication Leadership Digital Media graduate program in the School of Communication.
Adjunct Instructor 2006 to present

Lead online storytelling and digital media distribution classes. Course content emphasizes content marketing best practices, production tools, and the web's impact on storytelling.

STORYGUIDE.NET, Seattle, WA – Consulting and training in corporate communications
Presenter, Speaker and Training Facilitator 2010 to present

Conference Speaker, Consultant and Training Facilitator helping individuals and organizations improve their marketing efforts. Areas of expertise are best practices in online video production and distribution.

Selected Accomplishments:

- Led over 100 workshops and conference presentations world-wide.
- Produced video and text tutorials presenting best practices in video production with a focus on social media integration. Responsible for all phases of production - writing, photography, graphic design, and editing.
- Clients include Ragan Communications, Microsoft, Spectrum Health, Omaha Public Power District, World Bank/IMF, SWIFT, NASDAQ, Dallas Children's Hospital, Modern Woodmen Insurance, AVVO, DTTC, American Academy of Pediatrics, Domtar Paper Products, KPMG, The Mayo Clinic and Siemens.

MICROSOFT CORPORATION, Redmond, WA – Microsoft Studios
Media Specialist and Video Editor 7/2000 to 7/2010

Development and site management of Microsoft Studios media portal. Edit and manage video production for special events, games, case studies, streaming media and external clients.

Selected Accomplishments:

- Consistently led organization in cost-recovery efforts through video production expertise and efficiency.
- Apple Certified Final Cut Pro Editor | Adobe Certified Expert Premiere Pro | Avid Beta Tester.
- Media portal integrated search across multiple asset types and leveraged innovative media player.
- Project management and execution of site branding, oversight of site architecture, technology requirements, media paths, taxonomy, project timeline, budget, and vendor management.
- Edit and manage video production for special events, games, case studies, streaming media and external clients.

TECHNOLOGY

- Software - Premiere Pro, Avid Media Composer, Avid DS, Discrete Edit*, Final Cut Pro 7, Sony Vegas, Photoshop, After Effects, Motion, Speed Grade, Color, Audition, Sound Forge, Expressions Suite, Adobe Media Encoder, Windows Media Encoder, Camtasia, Muse and many other production tools.
- Production Equipment - 5D MIII, 5DMII, T5i, Lumix GH4, Lumix GF7, GoPro, XA20, XHG1, H4n, H6, R16

AWARDS

- National Emmy Award Nomination - Editing ("Bizkid\$", PBS)
- ProMax Award - Producing/Writing ("Bill Nye the Science Guy", Disney)
- Iris Award - Producing ("Almost Live's Guide to the Northwest", King Broadcasting)
- NEA Advancement of Learning through Broadcasting ("Death: The Trip of a Lifetime", PBS)