

Garret Hoover

creative director

vision

I believe one of the most powerful things about art is how we use it to tell others about ourselves or what we believe. This principle is true from the simplest and most personal forms of art all the way to the visual identity of an organization or the stories associated with a product. Good creativity is more than what is on the surface but what is communicated underneath. I love the process of creating and the fruit of high quality work. From start to finish I enjoy brainstorming, the iterative process with a team and the hands on technical details of bringing an idea to life. From 10,000 feet to boots on the ground, I am passionate about creating and leading others in the journey.

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experience

K2 the Church
Creative Media Director | May 2019 - Present
Conceive and develop solutions for marketing, communications and church content. Work includes live video production, graphic design, branding, website and mobile app management.

Video Director | September 2014 - May 2019
Create from scratch a cohesive brand and creative series of short videos and marketing materials for messages and campaigns. Lead others with a strong visual language and vision for projects. Teach and train video basics to volunteers.

Freelance Filmmaker
Cinematographer / Editor / Motion Graphics / Sound Edit & Mix | 2011 - Current
Create videos in accordance to client's vision and deliver on time and under budget. Work ranges from music videos, corporate branding and marketing videos, to small business projects.

Lean Frontiers
Creative Media Director | August 2013 - 2014
Revise branding and company visual identity. Conceive and produce brand content. Direct and develop a large media based learning platform.

Flexware Innovation
Media Intern | June 2011 - 2014
Produce various types of media content, videos and print design to accelerate business.

Covenant Christian High School
J-Term Teacher | 2012, 2013, 2014
Develop and teach a two week, intensive academic course on motion picture cinematography and photography.

technical skills

Software
Adobe Creative Suite
Adobe Production Suite
DaVinci Resolve
Final Cut Pro Studio
Pro Tools
HTML & Web Design
MS Office

Hardware
Mac & PC
Arri Alexa, RED Cinema Cameras
Fujifilm, Sony, Canon, Nikon Cameras
Various ENG Cameras
Pro Audio
Pro Lighting
Film Photography

education

Ball State University
Muncie, Indiana - December 2012
Bachelor of Arts in Telecommunications, specializing in Digital Video Production

hobbies

Fueled by coffee and curiosity, I am always creating and challenging myself. I enjoy passion projects with friends, painting, drawing and music. You will often find me hiking and camping with my wife, dog and friends.