

# Garret Hoover

People first leadership and creativity.

Over a decade of experience creating media, leading teams, and bringing great ideas to life. Wide breadth of work includes videos of life-changing stories, interviews, short films, music videos, documentary vignettes, live video production, live streaming, sound mixing, sound design, and graphic design work such as branding, motion graphics, animations, marketing videos, and graphics.

Expertise spans multiple disciplines including cinematography, video editing, photography, graphic design, and motion graphics.

Excellent ability to work in both right and left brain spaces at the same time. Skilled at conceiving ideas, casting vision, and handling both broad brushstrokes and small details.

See my portfolio at  
[GarretHoover.com](http://GarretHoover.com)

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## Experience

### K2 the Church

Creative Media Director | *May 2019 - Summer 2023*

Conceive, develop and implement a creative visual language including graphics, motion graphics for message series, advertising and branding for ministries, events and more. Create all videos, including personal interviews and stories, creative storytelling, informative motion graphics, and documentary vignettes. Develop and manage all video workflows for livestream and offline production. Lead a team and train volunteers with a focus on community and quality work.

Video Director | *September 2014 - May 2019*

Create from scratch, a cohesive brand and creative series of short videos and marketing multimedia that ties in with messages and campaigns. Direct coworkers with a strong visual language and vision for projects. Teach and train video basics to volunteers.

### Freelance Filmmaker & Designer

Cinematographer & Videographer / Editor / Graphic Designer / Motion Graphics Designer | *2011 - Current*

Write, plan, storyboard and create videos in accordance to client visions and deliver on deadline and under budget. Work ranges from music videos, corporate branding and marketing videos, to small business projects and non-profit organizations.

### Lean Frontiers

Creative Media Director | *August 2013 - 2014*

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 multimedia, videos and print design to market and explain the work and the people of the company.

## Education

### Ball State University

Bachelor of Arts in Telecommunications, specializing in Digital Video Production

## Disciplines

Cinematography  
Video Editing  
Photography  
Graphic Design  
Motion Graphics  
Pre Production  
Post Production  
Storyboarding  
Script Writing  
Sound Design  
Sound Mixing  
Branding  
Illustration

## Software

Adobe Premiere Pro  
Adobe After Effects  
Adobe Illustrator  
Adobe Photoshop  
DaVinci Resolve  
Final Cut Pro Studio  
Pro Tools  
HTML & Web Design  
Microsoft Office

## Hardware

Mac & PC  
Arri Alexa, Fujifilm, Sony,  
Canon, Nikon Cameras  
Various ENG Cameras  
Audio Equipment  
Lighting Equipment  
Film Photography