

Carl Vincent Ferguson

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Career Experience

Motion Designer | Videographer

June 2017 – Present

Vista Outdoor: Bushnell, Bushnell Golf, Champion, Tasco, Hoppe's, RCBS, Butler Creek, Blackhawk, Night Optics, Weaver

- Direct, storyboard, film, record, edit, design & produce motion graphics/video/audio/photo content for distribution/broadcast via national television | brand sites | e-comm | social | radio | digital.
- Build dynamically linked (After Effects & spreadsheets) motion graphics templates via custom AE scripting in compliance with all Vista brand standards.
- Communicate directly with President, and all management levels implementing NDA/sensitive projects.
- Outstanding resource and time management while working with a multitude of unique brands and teams across all stages of production, simultaneously.
- Completed 87 videos over the course of 6 months for 10 brands.
- New Zealand | Texas | Indiana | California | Lifestyle content capture travel destinations.

Video Production Specialist

June 2016 - April 2017

McLarty Automotive Group Marketing Agency (Joe Machens Marketing)

- Completed 159 TV, radio, and social assets within 9 months for 15 automotive brands.
- Built Adobe Premiere capable custom motion graphic templates per brand, shared with agencies to streamline compliance and increase post-production efficiency.
- Collaborated with upper management often to supply specialized campaign design solutions to achieve company branding and marketing goals while fulfilling strict traffic deadlines.
- Coordinated company-wide with all ranks of staff for unique commercial, social and web projects.

Executive Producer | AR Content | Motion Designer | iOS Developer

January 2012 – Present

Vivid Audio Visual

- Produced architectural video renderings composited with 3D tracked drone footage | AE | C4D | Redshift.
- Developed AR image recognition object anchor app for emerging experiences/markets | Xcode.
- Generated 2,500 NFT's by linking 25 .psd files with AE, scripting variant automation fed by a .csv file.
- Produced 5 music videos, 7 album featured songs, 500+ songs.
- Music space launch with William Shatner/Captain Kirk aboard the Blue Origin flight 2022/10/13.
- Chicago | New Orleans | Vail | Lake of the Ozarks | KC | Columbia | St. Louis | Content capture locations.

Skills

Resume Video Link | vividaudiovisual.com



Cinema 4D | Redshift | Element 3D | Unreal Engine | Blender

Education

Missouri State University/ 2008-2009/ Graphic Design | Arizona State University/ 2009-2010/ Industrial Design
University of Missouri/ 2010-2012/ Business & Communication *References upon request