



Joshua Morton

CREATIVE DIRECTOR

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Profile

Hello, my name is Josh and I am a passionate Creative Director that delivers effective visual storytelling that leaves a lasting impression. Documentary-style storytelling is my forte but I LOVE getting to bring a script to life as well; I simply enjoy the entire craft of film-making! I'm resourceful, adaptable, bold in my ideas but receptive to nuance, and I think that's what makes me a great Creative Director. Thank you for looking over my resume and I look forward to hearing about what I can make happen for your team!

Employment History

Creative Director, Deep Fork Productions, Stroud, OK

June 2021 — April 2022

- Oversaw post-production and kept deliverables on time for the following outdoor television shows:
 - Elite Fishing League
 - Army Bass Anglers: Force on Force
 - Army Buck Hunters: Force on Force
 - Army Hog Hunters: Force on Force
 - Huntline TV
- Produced and oversaw post-production for a large economic development video for the city of Stroud, resulting in many local businesses hiring us for commercial video.
- Occasionally produced short-form digital content pieces for our shows, increasing online engagement.

Digital Content Producer , Major League Fishing, Tulsa, OK

January 2019 — January 2020

- Increased total YouTube subscribers by 57% in one year by implementing proper SEO protocols for YouTube videos taking that page from <35k subscribers to >61k subscribers.
- Increased viewership of older content by creating custom thumbnails and optimized titles/descriptions.
- Interpreted YouTube analytics to make improvements on content and drive viewer retention.

Writer/Director, Retrospec Films , Tulsa, OK

June 2017 — October 2017

- Wrote and developed scripts/pitch-decks/storyboards for clients' advertising campaigns both television and web.
- Landed a client from my development materials earning \$350k in revenue from one ad campaign pitch for an auto group in Wichita, KS.
- Frequently on set directing

Field Producer/Editor - Unscripted Television, BBC Studios , Los Angeles, CA

September 2016 — June 2017

- Brainstormed and developed concepts for reality television.
- Cut sizzle reels and produced pilot episodes.
- Cut casting reels.
- Attend pitch meetings with networks (ABC, CBS, TLC, Freeform).
- INTERNATIONAL TRAVEL.

Video Production Lead - Breckenridge Ski School, Vail Resorts, Breckenridge, CO

November 2012 — April 2013

- Shot ultra-slow-motion video for skiing and snowboarding motion-analysis.
- Produced internal training and communications video content for new hires and current employees.
- Assisted marketing department with shoots for web/social media.

Freelance Video Creator, Self-Employed, USA

August 2009 — Present

- Commercials
- YouTube Content
- Real Estate photography and video
- Weddings
- Church announcements
- Short Films
- Music Videos

Education

B.F.A. Film Production, Brooks Institute of Photography, Ventura, CA

July 2009 — August 2012

Diploma, Saugus High School, Santa Clarita, CA

August 2005 — June 2009

Took video production and broadcast journalism throughout high school.

Skills

Writing and creative development



Lighting for Film/Video



Adobe Photoshop



YouTube/Social Media Data Analysis



Producing with a team



Photography



Video Editing



SEO



References

References available upon request

Links

[My Portfolio](#) [My YouTube Channel](#)