

Derek Lofton

Oklahoma City Metropolitan Area

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Summary

Experienced Videographer/Video Editor with a demonstrated history of working in Broadcasting, Photojournalism and Film Industry. Skilled in Photography, Microsoft Word, Video, Final Cut Pro, Adobe Premiere Pro CC, and Film. Strong operations professional, graduated from Moore Norman Technology Center.

Experience

Digital Media Coordinator

MECU

Jul 2022 - Present (5 months +)

- Managed the production of all multimedia content, including photography, videography, audio, motion graphics, and animation.
- Develop, propose, and implement strategic projects designed to meet the Credit Union's short and long-term marketing objectives.
- Conduct market research and recommendations for new products/services or product/service modifications and improvement.

Content Director

LoftonMedia

Aug 2014 - Present (8 years 4 months +)

Responsibilities

- Lead videographer/editor on major campaigns and initiatives with little direct supervision.
- Edit audiovisual content within the scope of goals, deliverables, schedule and budget.
- Strong emphasis on crafting narrative out of raw material suitable for broadcast and all digital mediums.
- Manipulate and edit footage.
- Apply music, voice-over, graphics and effects to video.
- Help organize and maintain audio and video assets.
- Open to feedback.
- Support the team throughout the execution of campaigns and projects.
- Can do attitude and ability to work with others.
- Comfortable working in a fast paced, deadline driven environment.



Photojournalist

KFOR Oklahoma's News 4

Sep 2019 - Jul 2022 (2 years 11 months)

- Shoot and edit high-quality, national-level content for use on television and on-line.
- Enhance storytelling through the deliberate use of compelling images, natural sound, and engaging graphics.

- Collaborate with a variety of reporters and producers to ensure the best content is collected with the main focus on accuracy and creativity.
- Operation of camera, live truck, and edit non-liner and/or live events.
- Coordinate and organize all visual elements needed for editing.
- Respond quickly to breaking news while taking direction and interacting with the assignment desk, reporters/anchors, production, control room, and appropriate personnel.

Sous Chef

The Rabbit Hole

Nov 2017 - Jun 2019 (1 year 8 months)

- Utilized my skills as an effective and articulate communicator to create a efficient and effective well operated kitchen, even under stressful conditions.
- Ensured the quality and safety of all food leaving the kitchen.
- Maintained an exceptionally clean, well stocked, and organized kitchen.
- Hired and trained new team members.
- Promoted the importance of a great customer experience while developing team members. •Developed a strong team dynamic between the back of the house and the front of house. •Maintained and operated all kitchen equipment including the grill, fryer, did prep, etc.
- Offered backup to all parties so that every person was able to perform their job to best of their capability.

Line Cook

The Rabbit Hole

Jul 2017 - Jun 2019 (2 years)

- Ability to prep while managing orders coming in throughout the day
- Interact with guest throughout the day showcasing our passion for foodservice and exhibiting our dedication towards hospitality
- Makes adjustments to food items to accommodate guests with allergies or specific diet concerns.
- Acts as liaison to front-of-house employees to ensure proper food service temperature
- Operates various kitchen appliance such as a blender, oven, flat top grill, or stand mixer
- Prepares any necessary sauces or accompaniments before meal service begins
- Keeps a clean tight station even under the busiest conditions
- Estimates expected food consumption and organizes preparation, fills out prep list daily
- Added responsibly as needed



Videographer

Wolf & Key Marketing

Oct 2018 - Jan 2019 (4 months)

I work daily with the creative team for Wolf & Key which involves brainstorming video concepts, assisting in filming content, assisting editing content, assist in sourcing licensed creative content, keeping video projects on schedule, and preparing and organizing files for upload. Adobe Premiere Pro and After Effects are used to edit video projects.

Camera Car Driver

Professional Auto Recovery

May 2017 - Aug 2017 (4 months)
I drive around and seek out vehicles for recovery

Bartender

Slaughters Hall
Mar 2017 - May 2017 (3 months)

Chef / Bartender / Server

Henry Hudson Pub
Jan 2014 - Mar 2017 (3 years 3 months)



Video Editor

Sinclair Broadcast Group
Sep 2016 - Jan 2017 (5 months)
Living Oklahoma and News @ 11

Education



Moore Norman Technology Center

Associate of Arts - AA, Cinematography and Film/Video Production
2014 - 2016

Moore High School

General Studies
2005 - 2009

Licenses & Certifications

▶▶ **Avid Media Composer** - Avid

Skills

Video Editing • Video Production • Film • Editing • Social Media • Video • Television • Film Production • Video Post-Production • Cooking