

# Kent Rogers

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## Video Producer & Media Specialist

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**Excellent leadership, business acumen, and artistic talent leveraged to deliver quality marketing, print-design and multimedia projects.**

Solid success directing and implementing broad range of revenue-generating design projects, from conception through launch. Readily translate business requirements into effective videos, flyers, graphics, and more. Partner cross-functionally to build consensus and ensure projects meet all milestones, deadlines, and budget requirements. Intuitively adapt to new technology and innovative processes while ensuring compliance with corporate standards. Self-motivated and goal-oriented individual with exceptionally strong sense of aesthetics.

### *Areas of Emphasis*

- Adobe Creative Suite
- Project Planning & Multitasking
- Final Cut Pro
- Project Management & Prioritizing
- Presentation & Client Relationship
- Multi-Platform Production

## Professional Experience

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STORY Land & Sea, Denver, CO

### **Media & Brand Specialist, 2018 – Present**

Responsible for filming, editing, and producing promo videos for various projects, as well as creating content for a live production called Travel Talks. Able to carry out concepts from idea to conception and collaborates well with management and staff to ensure that project timelines and budget goals are met. Also creates marketing content in the form of brochures and a company app. Appear in production videos as a content specialist, while also managing small groups in various countries.

Presentation Impact

### **Senior Communication Specialist, 2014 – Present**

Trained and facilitated meetings with hundreds of health care professionals on behalf of dozens of pharmaceutical companies and agencies. Coached in the areas of speaker training and presentation all over the United States.

Kentertainment

### **Media Specialist, 1995 – Present**

Produced promo & training videos by shooting, editing, and providing voiceover. Created logos, websites, and apps customized for the individual client. Edit short video clips for advertising on a digital sign for a trucking company. Voiceover work for radio stations, churches, and commercial companies.

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Littleton Church, Golf Course Road Church, Eastside Church, The Branch Church (Texas & Colorado)  
**Creative Arts Director, 2006 – 2018**

Accountable for creating and designing multimedia advertising and marketing materials such as emails, websites, and more to be used in conjunction with apps, UX designs, direct mail, and more. Develop stunning and detailed visual effects that engage the end-user and draw attention to product. Responsible for filming, editing, and producing promo videos for various events. Able to carry out concepts from idea to conception and collaborate well with other management and staff to ensure that project timelines and budgets goals were met.

## **Selected Achievement:**

- Coordinated with Littleton Church to design an app and create various pieces of video promo material. Praised for creating intriguing facility signage and multiple marketing photos.

JPMorgan Chase, Dallas, TX  
**Multimedia Producer, 2001 – 2005**

Created complex and efficient training videos that guided new staff members to get acclimated to business. Developed awareness and promotional videos while simultaneously providing voiceover for all videos and eLearning trainings. Responsible for creating effective U/I that is still in use today and was praised for being intuitive and visually attractive while also promoting learning and continued education.

TxDOT, Houston, TX  
**Graphics Specialist, 1988 – 1995, 1998 – 2001**

Collaborated with creative team to develop artwork for marketing initiatives. Contributed to publicity campaigns, assisting Art Director and Production Manager with various designs. Exceptional collaborative and interpersonal skills, with the ability to examine and understand client needs and deliver products that exceed all original expectations. Accustomed to performing in deadline-driven, fast paced environments with an emphasis on ensuring projects are completed within budget.

Arrow 102.5 / 93.3 KOBFM, Albuquerque, NM  
**On-Air Talent, 1996 – 1998**

On-air drive-time shift. Responsible for performing on-air live remote broadcasts while also providing voice-over for productions.

## **Other Achievements**

- Successfully published two 30 second promo spots for a popular sports app
- Created and designed print-ready brochures for tour operator

## **Educational Background**

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Cameron University, Lawton, OK | University of Houston, Houston, TX | Alvin Community College, Alvin, TX  
 University of London, London, UK | University of North Texas, Denton, TX

**AWARDS: Gold Award for "Uprising" documentary, and Gold Screen Award for "TranStar, ITS"**