

ROB GRINDSTAFF

VIDEO/AUDIO PRODUCTION & CREATIVE MEDIA

Creative media professional with experience in the proven expertise to deliver unique and effective video and audio storytelling solutions.

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Experience

Associate Designer/Digital and Graphic Multimedia

KPMG, LLP | Greenville, South Carolina
September 2007 - Present

- Directed end-to-end multimedia production (scripting, filming, audio recording, lighting, and post-production editing) for regional B2B and branding campaigns across the Carolinas and national U.S. markets
- Deployed as a core member of the National Mobile Video Team, traveling to shoot and edit fast-turnaround video segments, interviews, and promotional media for high-profile executive and firm initiatives
- Secured over \$170 million in new revenue by providing critical creative direction, graphic design, and motion graphics for four of the largest business pursuit campaigns in regional history
- Engineered high-impact digital and physical assets for multi-channel distribution, including internal employee workshops, recruiting initiatives, interactive web media, and custom 3D displays for large-scale corporate events.

Freelance and Contract Employment

August 2006 – August 2007

Packaging and Graphic Design/ Retail Merchandise Development

Rauch Industries, Inc. | Gastonia, North Carolina
September 2004 – July 2006

- Development, design, and manufacturing execution of consumer retail products for Target Stores, Inc., a \$22+ million account as measured by the sales of imported and domestically produced home décor
- Supported 15 international accounts with global sales team
- Development/engineering/design of consumer packaging and injection molding for retail products, both domestic and imported

Senior Graphic Designer/Creative Media

Deloitte, LLP | Charlotte, North Carolina
March 1996 – September 2004

- Design and creative media of targeted B2B and marketing deliverables and for regional branding and image building campaigns within the Carolinas and Southeastern U.S. markets
- Worked in a team of designers, writers, and marketing professionals to create customized proposals, presentations, and campaign media in both print and video/animation formats
- Extensive experience in print, audio, and videography as well as the production and design of three-dimensional displays for corporate marketing events

Art Director

Business Locater Publishing | Charlotte, North Carolina
December 1994 – February 1996

- Creative direction of this newly formed, nationally distributed business publication
- Worked with all outside vendors for all printing and production needs, as well as training manuals, trade show displays, and marketing materials
- Created extensive and effective consumer advertising as well as self promotional advertising campaigns
- Developed visual elements for the magazine, including the photography and layout which helped propel sales beyond twice the national average for a new publication

Education

Bachelor of Applied Science Degree

Central Piedmont School of Design
Charlotte, North Carolina

Skill Set

- **Multimedia Production:**
End-to-end video production, location and studio lighting, audio recording/mixing, scriptwriting, and drone videography
- **Visual & Motion Design:**
Advanced corporate branding, layout design, typography, prepress operations, and 2D/3D motion graphics
- **Strategic Execution:**
Managing complex creative workflows, executing fast-turnaround projects, and translating complex concepts into high-impact visual narratives

Hardware

- Cinema and non-cinema digital video and still image cameras including DSLR and mirrorless. Anafi cinema drone, gimbals, steady cam rigs
- Lighting equipment- LED continuous
- Audio mixing boards- both analog and digital, multitrack recorders, microphones including dynamic, condenser, lavilier, and shotgun

Software

Adobe Audition, Adobe Premiere Pro, Adobe Dreamweaver, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, Adobe Firefly, Microsoft Office

Awards

IABC Gold Crown Awards

Charlotte Chapter of the International Association of Business Communicators for five consecutive years. The IABC/Charlotte Crown Awards recognize outstanding achievement in business communications.

Other creative outlets

- Radio and video production voice-over artist - Carolinas market radio and television
- Radio talk show producer - WBT Charlotte Jefferson Pilot Communications
- Volunteer camera jib operator, Valorus Church, North Myrtle Beach
- Studio session musician
- Published automotive journalist