

ELIE GORAL

Production+Direction

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BACKGROUND

Video Producer | Academy Mobile / Microsoft | 2007–2009

I approached this new video-focused Microsoft team with the same versatile skill set and 24/7 work ethic gained at Storyville. Academy Mobile's primary goal was producing and distributing educational video content within the company in an efficient and cost-effective manner. Yet the overwhelming success of the team soon found us creating a wide variety of content for partners and customers alike – keeping us well in the black during the harsh FY09 crunch. As such, the projects I handled while working at Academy Mobile could not have been more diverse: from managing executive recordings at Microsoft's largest events to overseeing the production of case studies in foreign countries, I handled everything MSFT could throw at me. Furthermore, I was able to advance my client relationship and business development skills while producing over a half million dollars worth of projects for the team.

Video Production Manager | Storyville.com | 2006–2007

At Storyville, no two days were the same. From tour documentaries to coffee commercials to abstract motion art videos, my projects varied widely and demanded flexibility. Along with directing the videos for their award-winning web site and managing the production aspects of the team, I also developed a successful DVD authoring department within the company. While at Storyville I enjoyed the fast paced environment and the variety of challenges that this startup company offered me.

Principal | SplitVision Studios | 2004–Present

Familiar with all aspects of the video production process, I started SplitVision Studios in late 2004. Focused on top-quality corporate video, I was able to quickly gather a roster of high profile clients. A series of online videos for Group Health, training videos for T-Mobile employees and even an instructional hair transplant video were among a number of our successful projects. In mid-2006 I put SplitVision Studios on hold to pursue a great opportunity at a new company called Storyville.

DP / AD / AC | Seattle Independent Films | 2005–2007

When I was asked to fill the role of Assistant Camera on a big budget local film (starring the infamous Tori Spelling), I soon found myself diving headfirst into the Seattle indie film scene. After my work on the features Cthulhu and Natural Possession, I moved on to Assistant Directing and DP'ing several local film projects in tandem to my other work. Working in the indie industry taught me the value of versatility, the necessity of great organization, and the proper way to operate a remote follow focus system within a moving elevator throughout a frantic chase scene.

ABSTRACT

I'm the guy who makes sure your projects are top notch, your deliverables are on time, your client is ecstatic and your crew is well fed. How? A few crisply organized spreadsheets, proactive communication, a wealth of production experience and a well-balanced breakfast.

SKILLS

Software

Final Cut Pro – *Apple certified*

Sony Vegas

DVD Studio Pro

Compressor

After Effects

Adobe Premiere

Photoshop

Lightroom

MS Office suite

Production

Crew direction

Camera operation

Event production

Field producing

Grip + Electrical

Post production

Video editing

SD/HD workflows

Motion graphics

Codec optimization

DVD authoring

General skills

Project management

Talent + Location

Production scheduling

Budgeting + Purchasing

Client relations

Team building

OCD

Animal-like drumming