

Andrew Keil

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Professional Summary

My professional career has always been driven by creativity, ranging from my time working in digital marketing and content writing to my current full-time career in filmmaking. As a cinematographer/camera operator, I have started my own modest production company, and worked on independent short and feature-length narrative films, reality TV, spec commercials, events, a music video, web series episodes, and promotional videos.

In the future, I would like to continue to work on storytelling - both in film and in marketing. Developing the story and branding of a company by documenting its ambitions, goals and ethics is a crucial part in creating a trusting relationship between the company and its customers. As a filmmaker, creating a connection with audiences to laugh, cry, or even scream is a truly rewarding experience, and I'd like to extend that sense of accomplishment to the corporate work that I do as well!

Film Experience

Owner, Keil Productions LLC

2013-Present

Keil Productions specializes in freelance videography and cinematography for shorts, feature films, events, and corporate and commercial work. I am the owner/operator of a Sony FS7 4K + high speed camera package with the Metabones Speedbooster and Sigma Cinema lenses. I also own a DJI Ronin 2 Gimbal, a Kessler Shuttle Dolly, wireless video and wireless focus packages, an LED lighting package, and much more. I have worked with great local employers, like PetSmart, Scottsdale Community College and Ambient Skies Productions, as well as big brands like Mercedes-Benz AMG, Bank of America, and NFL Network.

Experience:

Camera Operator/Editor, Washington Youth Soccer ODP West Championships (2018)
Live Sports Event Coverage, produced for Washington Youth Soccer

Digital Imaging Technician, Bank of America 2017 (2017)
Corporate Short, director Jesse Dylan

Camera Operator, Madden NFL America Ep. 205 (2017)
Reality TV Episode, produced by Michael Kerman

Videographer, PetSmart Employee Training Videos (2016-2018)
Corporate Short, directed by Rustin Odom

Videographer, "The Hundred Dresses"
Play, director Lauri Hunter

Second Assistant Camera, "A Life Connected (2017)
Narrative Feature, director Jeff Dykhuizen

Second Assistant Camera, "The Immigrant" (2017)
Narrative Short, director Rustin Odom

Camera Operator, Unnamed Restaurant Reality Show Pilot (2017)
Unfinished Reality Show, producer Andrew Mirtich

First Assistant Camera, "The Spanking" (2017)
Narrative Short, director Aaron Land

Camera Operator, RailsConf Workshop Videos (2017)
Web Videos, produced by ConFreaks

Videographer, Mercedes-Benz AMG GT Convertible Press Test Drives (2017)
Web Videos/News, produced by Ambient Skies Productions

Director of Photography, "Now That's What I'm Saiyan!" (2017)
Narrative Short, director Rustin Odom

Videographer, Die Hard Screening / Q&A with Screenwriter Jeb Stuart (2016)
Event, produced by The Film School at Scottsdale Community College

Director of Photography, "Battery Recharge" (2016)
Spec Commercial, director Rustin Odom

Camera Operator, "Give a Damn" (2016)
Music Video, Christopher Shayne Band, director Gordon Cowie

Director of Photography, "Vincent & Me" Episodes 1 & 2 (2016)
Webseries, director Mack Duncan

Director of Photography, "The Index: Cause and No Effect" (2016)
Narrative Short, director Rustin Odom

Director of Photography, "The Index: #53" (2016)
Narrative Short, director Rustin Odom

Camera Operator, "Brazilian Wood" (2016)
Narrative Feature, directors Kristin Lavanway and Bill Wetherill

Director of Photography, "Zombie Nativity" (2015)
Kickstarter Promo, director Nick Stahr

Director of Photography, "Welcome Home" (2015)
Narrative Short, director Shawn Esplin

Camera Operator, "Omerta: Saving Silence" (2015)
Kickstarter Promo, director Hayden Edgmon

Director of Photography, "Happy Anniversary" (2015)
Narrative Short, director Shawn Esplin

Director of Photography, "With God" (2015)
Narrative Short, director Shawn Esplin

Director of Photography, "Dear Claire" (2014)
Narrative Short, director Shawn Esplin

Director of Photography, "Rigged" (2014)
Narrative Short, director Shawn Esplin
Winner of the Audience Award for Best Film at the IFP Phoenix Break Out Challenge
2014 Phoenix Film Festival

Writer and Director of Photography, "Escape from Zany's Baking Company" (2013)
Narrative Short, director Shawn Esplin

Writer and Director, "Don't Break Anything" (2012)
Commercial, CarShipping.com

Other Professional Experience

Online Brand Ambassador & Content Development Manager

iRelocation Network, Inc.

August 2011 – February 2017

- Write, edit, and publish online content for lead generation websites via WordPress and Squarespace. Managed various freelance writers to publish content to our portfolio of websites. Also, produced new webpages for new/experimental verticals utilizing HTML, CSS and graphic design skills.
- Built high quality links and performed other search engine optimization tasks to increase site traffic and Google rankings. Performed massive link disavowal campaign.
- Established and maintained social media accounts (Facebook, Google+, and Twitter) to promote our brands in the auto transport, moving, and home security industries. Developed strategies to target specific advertising demographics via Facebook tracking. Launched social media retargeting and advertising campaigns using the industry-leading AdRoll tool.
- Performed quality assurance and verification for lead campaigns to ensure customer satisfaction. Reached out to customers to resolve issues, and implemented new policies to ensure advertising better served our customers, both B2B and B2C.
- Improved and expanded daily sales reporting. Analyzed short and long-term lead sales trends to optimize sales revenue.
- Implemented design testing for Google PPC Landing Pages using Optimizely and Visual Website Optimizer to increase website conversions (sales) and ROI for advertising. As a result, I boosted conversions by as much as 10% with visual and textual changes to our already highly optimized website forms.
- Browser testing using BrowserStack to ensure perfect performance of our websites and contact forms during development and launch of new designs.
- Increased clientele for Mover Technologies moving software via customer demos and presentations broadcast via GoToMeeting. Developed and produced technical guides for Mover Technologies' customers.

Search Engine Optimization (SEO) and Marketing Manager

Website Business

August 2008 – August 2011

- Managed a team of 5 people, including hiring two skilled content writers, to produce content and market hundreds of small blogs and online communities.
- Established SEO department from the ground up with no prior knowledge in the subject.
- Content writing and editing for blogs, online communities, and press releases.
- Responsible for internal reputation management and link acquisition.

Education

Bachelor's Degree in *English – Literature*, Graduated Summa Cum Laude (3.81 GPA)
Arizona State University College of Liberal Arts and Sciences

Certification

Alex Buono's Visual Storytelling 2 Filmmaking Workshop Certificate of Completion