

Danny V. McPadden

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SUMMARY

Video Producer with 15 years' experience in directing, cinematography, video-editing, and production planning.

PROFESSIONAL HISTORY

Last Bridge Media LLC

Owner/Video Producer, May 2015 – Present

Produces and directs video advertisements, and documentaries for businesses, government, and non-profit organizations. Oversees the creative development of the entire production process.

- Filmed, wrote and edited a 56-minute documentary, Happiest Country in the World: Finland; aired on PBS, and played on Finnair in-flight entertainment where it became the top 10% most viewed.
- Filmed, wrote and edited a 56-minute documentary, Education & Happiness; won a Telly Award in 2024 and in progress for PBS broadcasting.
- Directed a 12-episode docuseries, Mt. Antero Treasures, about a high-altitude gemstone mining team in the Colorado Rockies—generated over 7M internet views and 60K subscribers.
- Produced 300+ video marketing ads across TV networks and social media for large online retailers, corporations, and non-profits; resulting in an average 5:1 ROI for clients.

Imagine Learning

Sr. Video Producer, April 2023– Present

Leader of a video-production team that plans and executes product marketing videos for the largest digital curriculum provider in the nation.

- Planned and filmed 20+ major marketing shoots involving client testimonials and studio filming—contributed to a 10% increase in sales revenue.
- Edited 50+ high-profile marketing videos for web and social media, involving a team of motion-graphic designers, audio-engineers and script writers—contributed to a 10% increase in sales revenue.
- Managed video hosting platforms with 500+ videos, including Brightcove, Wistia, and Vimeo—effectively integrated videos with company website and sales/marketing campaigns.

Video Producer/Multimedia Specialist, October 2017 – April 2022

Filmed and edited product marketing videos and customer tutorial videos for 10+ digital curriculum product lines.

- Assisted with filming for 10+ major marketing shoots involving client testimonials and b-roll showing our product in action.
- Edited 100+ marketing and customer tutorial videos involving a mix of motion graphics, live action footage, and screen recordings—gained 800K customer views.

US Army Special Operations

Information Operations Officer (Captain), August 2010 – May 2015

Produced video production campaigns to promote US government services abroad. Managed video production and advertising contracts in excess of \$2 million.

- Produced video advertising campaigns worth \$2 million across TV and social media—increased public awareness about US humanitarian assistance operations abroad.
- Created a video production training program for US allies in the Middle East—increased video and information output by 20%.
- Produced a \$1 million TV ad campaign that increased foreign support for US allies by 10% in the Middle East.

US Army

Infantry Officer (Lieutenant), February 2007 - August 2010

Led an infantry platoon of 40 Soldiers during training and combat operations. Supervised routine maintenance and services for \$5 million worth of vehicles and equipment. Carried out daily planning and execution of 150+ combat operations and humanitarian assistance programs in Iraq.

SKILLS & CERTIFICATIONS

1. Expertise in Final Cut Pro and Adobe After Effects, Premiere, Illustrator, and Photoshop.
2. Expertise with Canon cinema cameras, RED, and Sony cinema cameras.
3. Licensed Drone Operator (Part 107)

EDUCATION

Texas A&M University, College Station, TX | B.S., Psychology | GPA: 3.54