

Wayne Wallace

Photographer | Film Maker | Video Editor | Content Marketing Specialist

Summary:

Wayne Wallace is a dynamic visual artist and content creator with a keen business acumen, who thrives on challenges and approaches every project, whether personal or commissioned, with unwavering passion and a commitment to pushing creative boundaries. With extensive experience in photography, videography, marketing, and project management, Wayne has consistently delivered outstanding results for clients across various industries.

Experience:

Ace Digital Productions

Business Owner | Photographer | Retoucher | Videographer | Video Editor | Social Media Manager | Sales Professional | Project Manager
Aug 2005 - Present

As the owner of Ace Digital Productions, a thriving freelance photography and video production business, I have successfully managed all aspects of operations. This includes marketing, sales, client acquisition and management, production, and post-production. My diverse clientele ranges in size, and I have assisted them in creating compelling digital content to enhance their marketing efforts.

RedChimp, Creative Media

Photographer | Retoucher | Videographer | Video Editor | Podcast Producer
Aug 2020 – Feb 2023

At RedChimp, Creative Media, I took on the role of establishing, designing, and managing both a green screen studio and a podcast production studio equipped with industry-standard equipment. This included a three-camera setup with a teleprompter, a dedicated multi-track recording system, and a live streaming setup. My responsibilities encompassed equipment specification, purchasing recommendations, and the ongoing management and maintenance of all equipment.

As a versatile photo and video professional with a solid background in sales and marketing, I collaborated closely with the team to conceptualize and execute project visions from inception to completion. My extensive experience and training enabled me to craft engaging storytelling and visually captivating digital content tailored for various social media platforms such as YouTube, Facebook, Instagram, TikTok, and LinkedIn. I played a pivotal role in developing effective social media strategies targeting specific demographics and marketing personas.

Daily tasks involved overseeing all production and post-production duties, including content creation, backups, cataloging, green screen knockout techniques, narrative video production, graphics creation, b-roll and music selection, color correction, color grading, and audio mixing. I accomplished these tasks using software like Adobe Premiere, After Effects, Adobe Rush, Adobe Audition, DaVinci Resolve, Audacity, Handbrake, BlackMagic ATEM Mini Switcher, and RodeCaster Audio Mixer.

Dam Short Film Festival

Volunteer Film Reviewer & Promotional Event Participant

Mar 2019 - Present

As a dedicated volunteer for the Dam Short Film Festival, I have undertaken the responsibility of reviewing countless films, evaluating them on all aspects of film-making and storytelling. This rigorous process helps select the best submissions from over a thousand entries for the annual film festival. Additionally, I actively participate in promotional events throughout the year to promote the festival.

National Speakers Association - Las Vegas Chapter

Volunteer Marketing Outreach Committee Content Creator

Mar 2019 - Aug 2019 (6 months)

During my time as a member of the National Speakers Association, Las Vegas Chapter, I volunteered my skills to create compelling photos and videos at monthly meetings. These assets were crucial for marketing the local chapter on various social media platforms and email communications.

Autodesk

Sales Professional | Technical Specialist | Programmer

1996 - 2001 (5 years)

At Autodesk, I was part of the Developer Support Group, specializing in supporting third-party developers. I collaborated with the OEM Sales Department to instruct third-party developers on implementing Autodesk's OEM version into their software systems. My role included delivering technical presentations and training sessions at annual conferences. Proficiency in programming languages, including AutoLisp, C, C++, Visual Basic, Java, JavaScript, PHP, XML, and HTML, was essential to my job. I also had extensive experience with various operating systems, including Unix, Linux, Mac OSX, and Windows.

Sandwell Engineering

AutoCAD Specialist

1986 - 1996

During my tenure at Sandwell Engineering, I served as a CAD designer and AutoCAD specialist. I played a pivotal role in developing systems and standards for the entire company, overseeing the growth from one to 300 installed licenses of AutoCAD across networked workstations. Additionally, I managed a team of designers and led design projects, ensuring adherence to industry-standard specifications. Collaborating with external hardware and software vendors, I selected and implemented appropriate solutions to support the company's rapid expansion.

Raytheon

2D & 3D CAD Designer

1983 - 1986 (3 years)

At Raytheon, I worked as a 2D & 3D CAD designer, utilizing one of the earliest 3D Computer-Aided Design Systems called Computer Vision. I engaged in 2D and 3D design and modeling for government contracts, including the Patriot Missile. Beyond design duties, I was responsible for cataloging, managing tape backups of the CAD system using UNIX command line prompts, and maintaining climate-controlled drive storage systems.

Skills:

- Photography
- Videography
- Marketing Strategy
- Sales
- Project Management
- Post-production
- Social Media Management
- Equipment Management
- Content Creation
- Film Review
- Technical Support
- Programming (AutoLisp, C, C++, Visual Basic, Java, JavaScript, PHP, XML, HTML)
- Operating Systems (Unix, Linux, Mac OSX, Windows)

Education:

Ravensbourne University London

Craft Editing MFA, Documentary Film Editing

Sep 2021 - Aug 2022

I studied the fine art of documentary film editing with Paddy Bird and Inside The Edit in the Ravensbourne University Masters of Fine Arts program.

Hallmark Institute of Photography

Certificate, Photography

2004 - 2005

Graduated at the top of my class and won the Mamiya Award of Excellence - Published in American Photo Magazine

The Art Institute

Graphic Design 2001 –2002

Studied graphic design and history of art.

Continuing Education Courses, Licenses & Certifications:

- Hayden Hillier-Smith Story Telling & Video Editing Course
- CreatorNow YouTube, TikTok and Social Media Creator Courses
- GoToEditor, Scripted/Narative Film Editing Course
- Noam Kroll Film Making, Color Grading, Production Business Courses
- EditMentor, The Art Of Filmmaking Certificate
- EditMentor, YouTube Kickstarter Certificate
- ServiceNow Fundamentals – ServiceNow
- JavaScript Programming BootCamp – Flavio Copes
- HubSpot Platform Certification Test – HubSpot
- Marketing Hub Implementation Certified - HubSpot
- Eric Lofholm Sales Training, Trainer Certification - Eric Lofholm International
- Certified BANK Code Breaker - Global BANK Academy
- Google Analytics – Google
- Learn PHP Course – Codecademy
- Learn Git Course - Codecademy
- Grant Cardone University Sales Training - Cardone University
- Creating a Short Film: 07 Cinematography – Lynda.com
- Sales Fundamentals - Cardone Training Technologies, Inc.