

ROBERT KEYES

(571) 306-9140 | ROBK890@GMAIL.COM

VIDEO PORTFOLIO: WWW.CINEKEYES.COM

LINKEDIN: WWW.LINKEDIN.COM/IN/ROBERTJKEYES/

SUMMARY

Videographer/Editor/Producer since 2013, my experience spans the full cycle production process in **video, photography and print projects** that support brand & strategic goals. Behind the camera, I've worked on everything from commercials for local businesses to billion-dollar Disney films, with hands-on experience with many models of camera (**ARRI, RED, Sony, Canon, Nikon, Panavision,**) lighting systems and sound systems. As a Producer, I am experienced in legal & compliance frameworks, **budget management/line producing**, travel booking, model management and on-the-ground troubleshooting. As an Editor, I hold an **Adobe Certified Expert certificate in Premiere Pro**, and am well versed in motion graphics (After Effects) and color (DaVinci Resolve) workflows, with experience cutting **advertisements, documentaries, video podcasts & films**, and ensuring that all edits meet accessibility standards across multiple platforms (Meta, YouTube, TikTok, CTV).

I would be excited to join your team with the energy, expertise, and collaborative spirit required to make a significant impact from day one.

WORK HISTORY

Video Production Manager, TUCKERNUCK | 2025 - Present

- **Filmed, directed, and edited** product demos, lifestyle videos, tutorials, and interviews that **increased average video revenue by 36%, lifted CTR and raised AOV from \$298 to \$322**.
- **Built and maintained efficient post-production workflows** for editing, audio, and color, by designing and implementing video project templates, motion graphics standards in addition to centralizing assets in a DAM for global editors.
- **Managed multi-location shoots**, coordinating lighting setups, camera operation, and scene composition for consistent cinematic quality.
- **Translated stakeholder feedback and creative briefs** into polished, audience-ready videos by aligning messaging, tone, and visuals with brand standards to drive engagement and consistency.
- **Authored and implemented company-wide technical standards** for post-production, editing, audio, and color workflows, standardizing processes that reduced rework and improved output efficiency across all creative teams.
- Addressed inconsistent brand representation and an unscalable content workflow, by **designing and implementing a new strategic framework**. To date, this has resulted in a greater volume of content and a more consistent audience experience, strengthening brand identity across all channels.

Video & Photography Lead, MAUI DIVERS JEWELRY | 2023 - 2024

- Recognized a critical gap in the company's creative strategy and **built a new video department from the ground up** to support e-commerce and retail channels, establishing a scalable content pipeline.
- Identified the limitations of a single-channel strategy and **developed a new multi-platform content strategy that drove a 283% increase in online sales and a 3.1x lift in social media engagement**.
- **Led a team of 3 and managed a \$300K creative budget**, overseeing campaign planning and strategically aligning resources to ensure that effective marketing collateral was delivered on time and within budget.
- Managed a multi-platform content calendar to ensure all campaigns were strategically aligned with seasonal promotions, product launches, and retail events. By designing a comprehensive multi-channel experience, I ensured a coherent and **repeatable brand identity, driving a consistent user experience**.
- **Designed and led on-site media activations** for retail events, orchestrating logistics and cross-functional support to create an engaging and consistent brand experience across multiple locations.
- Led a cross-functional initiative to improve content workflows and omni-channel delivery. **Spearheaded the implementation of a new Digital Asset Management (DAM) system**, collaborating with external engineering teams to rebuild servers, digitize a legacy library of film, and establish new archiving protocols.

WORK HISTORY CONT.

Video Production Manager, Lead Cinematographer, STAND TOGETHER | 2019 - 2022

- **Filmed, edited, and produced short documentaries on social change, philanthropy, and education**, driving deeper donor engagement and supporting targeted fundraising campaigns.
- **Managed live video production**, pivoting to remote workflows during COVID-19, ensuring delivery of seamless, high-quality broadcasts while supervising all technical and creative aspects.
- **Coordinated event AV logistics and teams**, overseeing venue floor plans, lighting, technical setups, and vendor partnerships to deliver smooth on-site experiences.
- **Led technical design and execution for a \$600K broadcast studio build, designing lighting, AV systems, and infrastructure to support live streams, media, and terrestrial TV linkups.**
- **Supported xR/LED wall production** by integrating digital backgrounds and managing virtual production workflows for live events.
- Oversaw content workflows and brand compliance, implementing a **Digital Asset Management (DAM) system and guiding team adoption, remote editing, and data retention practices.**
- **Collaborated cross-functionally with executives, marketing, and vendors** to translate high-level strategic goals into polished, audience-ready video content.
- Adapted quickly on-location, solving technical and creative challenges to **consistently deliver professional content under pressure.**

Video Producer, TIME INC UK | 2018 - 2019

- Grew the YouTube channel **from 20K to 89K subscribers** in under a year, successfully turning video into a profitable business unit for the company and producing multiple million-view videos.

Videographer & Photographer, ANGLIA RUSKIN UNIVERSITY (UK) | 2016 - 2018

- Served as the university's internal video & photography partner, creating content that supported all internal communications, livestreams, and event recaps, which was key to driving student recruitment.

Media & E-Learning Content Coordinator, HARPER ADAMS UNIVERSITY (UK) | 2014 - 2015

- Created e-learning content that supported the university's curriculum and provided key support for all video and media production.

Selected Freelance Work, VARIOUS COMPANIES | 2014 - Present

- **Moana Live-Action | DISNEY | VFX** - Witness Camera Operator & PA
- **Lilo & Stitch Live-Action | DISNEY | VFX** - Witness Camera Operator
- **Sapphire Reserve Commercial | CHASE MANHATTAN | Aerial Camera Operator**
- **Kyoto Prize Documentary | KYOTO INSTITUTE | 1st AC**
- **Unnamed Pilot Season | BETR NETWORKS | 1st AC**
- **Uniting for Better Education | LEBRON JAMES FAMILY FOUNDATION | Director of Photography, Motion Graphics Artist**
- **Super Bowl Weekend Invitational | NFL PLAYERS COALITION | Camera Operator**

EDUCATION & CERTIFICATION

BA (Hons, 1st Class) Television & Radio Documentary | Staffordshire University, United Kingdom

Adobe Certified Expert - Premiere Pro CS6

Part 107 - Commercial Operation of Unmanned Aerial Systems

Audinate/Dante Lv 2

Project Management Professional Certificate (In Progress - June 2026)

ROBERT KEYES | **ROBK890@GMAIL.COM** | 571-306-9140

Open To Relocation