

ROBERT KEYES

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VIDEO PORTFOLIO: WWW.CINEKEYES.COM

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NOTE: UK NATIVE CURRENTLY LIVING IN USA.

SUMMARY

Creative Lead & Production Architect with 12+ years of experience bridging the gap between high-level brand strategy and technical execution for fashion, luxury, and documentary films. I bring extensive experience building self-sustaining in-house departments from the ground up: engineering the infrastructure, workflows, and studio environments that transform video from a cost center into a measurable revenue engine.

My experience combines deep technical fluency with a **record of driving significant commercial results**, including a **36% revenue lift** for a premier lifestyle brand and a **283% increase in online sales** through strategic demographic pivoting. Trusted as a Director of Photography for celebrities and Fortune 100 CEOs, I am equally at home managing six-figure capital budgets, designing broadcast-grade studios, or pitching creative vision to executive stakeholders.

WORK HISTORY

Selected Freelance Work, VARIOUS COMPANIES | 2014 - Present

- **United Healthcare** | VENTANA | 2nd Unit Director of Photography
- **Biophysical Society** | WEBSEDGE TV | Story Director, Director of Photography
- **American Geophysical Union** | WEBSEDGE TV | Director of Photography, Story Producer
- **Daily Beast - Pilot** | NETFLIX | Director of Photography, Producer
- **Kyoto Prize Documentary** | KYOTO INSTITUTE | 1st AC
- **Moana Live-Action** | DISNEY | VFX - Witness Camera Operator
- **Lilo & Stitch Live-Action** | DISNEY | VFX - Witness Camera Operator
- **Sapphire Reserve Commercial** | CHASE MANHATTAN | Aerial Camera Operator
- **Lockytown - Pilot Season (13 Episodes)** | BETR NETWORKS | 1st AC
- **Superbowl Weekend Invitational** | NFL PLAYERS COALITION | Director of Photography, Producer

Video Production Manager, TUCKERNUCK | 2025 (JAN-OCT)

- Developed and executed a multi-platform video strategy that **drove a 36% increase in revenue (\$1.2M lift)** over 9 months.
- Identified and corrected technical leaks in the production model, **saving the brand \$35k per production cycle** while simultaneously increasing content output.
- Engineered and scaled an **end-to-end technical production infrastructure**, consolidating external vendor roles into a streamlined in-house model to deliver agency-quality assets.
- **Authored comprehensive company-wide SOPs and technical standards**, significantly reducing revision cycles and streamlining cross-departmental collaboration.
- Led the **strategic implementation of Digital Asset Management (DAM)** and data governance initiatives to ensure metadata integrity and archival accessibility for all legacy assets.
- Translated high-level stakeholder briefs into executable technical plans, **overseeing everything from on-location cinematography to final post-production** for large-scale fashion campaigns.

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

- Developed a multi-platform content strategy that catalyzed a **283% increase in online sales and a 3.1x lift in social media engagement** through data-driven storytelling.
- Spearheaded the creative overhaul that **successfully reduced the average buyer age from 61 to the mid-30s**, modernizing the brand for a digitally-native audience.
- **Built the company's first in-house video department from the ground up**, identifying strategic gaps and establishing a scalable content pipeline.

WORK HISTORY CONT.

- **Designed and constructed a full-scale in-house production studio** and managed a \$90K capital expenditure budget for gear procurement and technical setup.
- **Led enterprise integration of a Digital Asset Management (DAM) system** and deployed server-level NAS infrastructure to digitize legacy film archives and improve cross-departmental access.
- **Managed a \$300K creative budget and a team of three**, overseeing campaign planning and vendor management for high-stakes retail initiatives.

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

- Trusted as the **primary cinematographer and technical lead for flagship initiatives featuring LeBron James and CEOs of Fortune 100 companies.**
- Directed cinematography for documentary and donor-facing content that **directly drove multi-million dollar engagement and donor contributions.**
- Led the strategic **design and operational launch of a state-of-the-art in-house production studio**, coordinating cross-functional facilities and technical teams.
- **Managed the organization's professional gear inventory** and authored technical standards to ensure 100% consistency across broadcast and digital assets.
- Provided **technical oversight and 1-on-1 mentorship to staff producers**, elevating internal cinematography standards and reducing reliance on external vendors.
- **Standardized production workflows** by implementing industry best practices and emerging technologies, streamlining the path from conceptualization to final delivery.

Video Lead - Trusted Reviews, TIME INC UK | 2018 - 2019

- Achieved a 300% increase in viewer retention and grew the YouTube channel from 20K to 89K subscribers in under a year.
- Engineered a self-sustaining production model by integrating content into high-revenue site autoplayers and optimizing YouTube monetization, transforming the department into a profitable business unit.
- Conceptualized, launched, and managed two high-performing weekly shows and podcasts, reaching ~9K monthly listeners.
- Managed a multidisciplinary videographer and editor team, overseeing the end-to-end production lifecycle for one of the UK's largest technology publishers.
- Designed and implemented the technical layout of an in-house production studio to streamline daily content delivery and elevate visual standards.

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

- Overhauled internal production standards and pioneered the institution's first live-streaming initiatives, establishing a modern technical framework that significantly increased digital engagement with prospective students.

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

- Rapidly transitioned from an IT Helpdesk capacity to a newly created media role to address the demand for professionalized digital learning content, spearheading the production of the university's first high-enrollment Massive Open Online Courses.

EDUCATION

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

CORE COMPETENCIES

- **Production Infrastructure:** Expert in departmental architecture, studio design, and six-figure CapEx budget management. Specialist in Digital Asset Management (DAM) and server-level NAS architectures.
- **Cinema & Aerial:** Mastery of ARRI, RED, and Sony cinema ecosystems. FAA Part 107 Certified UAS Pilot; expert in DJI Ronin, Inspire, and Mavic platforms.
- **Stakeholder Management:** Experienced in navigating executive-level environments, pitching creative visions to stakeholders, and enforcing rigorous brand and technical standards across global productions.
- **Creative Leadership:** Strategic resource allocation and project lifecycle tracking via Monday.com, Asana, and Airtable.
- **Post-Production:** Adobe Certified Expert (Premiere Pro); advanced proficiency in After Effects and DaVinci Resolve.
- **Live Broadcast:** Proficient in Wirecast and OBS Studio for integrated digital broadcast and live-streamed event delivery.

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