

William Duke

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Summary

Internationally published photographer with twenty years of experience, bringing exceptional knowledge and enthusiasm to every photoshoot. Proficient in digital photo manipulation using Adobe Photoshop. Skilled in retouching and enhancing digital imagery using Adobe Creative Suite.

Skills

AA in film production, specializing in lighting, photography and video editing

Ability to give and receive constructive criticism

Strong proficiency in the Adobe Creative Suite (Photoshop, Premiere Pro, After Effects and Audition); as well as a basic proficiency in Microsoft Word and Excel

Strong creative thinking skills with experience in original design concept and the ability to interpret subject matter from photographs, written creative requests, and mechanical drawings. (Knowledge of production processes as well)

Excellent attention to details with a strong flexibility in creating designs consistent with specific aesthetic requirements

Organizational skills, including the ability to prioritize a number of projects, working multiple projects simultaneously in high energy, fast-paced environment, reacting to changes quickly, with a *can-do* attitude.

Proactive, strong team and individual work ethics with the ability to self-motivate

Dedication is one's role and flexibility in adapting to change of direction, priorities and tasks as assigned

Above average analytical and problem-solving abilities

Solid written/verbal communication and interpersonal skills

Lighting expert

Flexible Creative approach

Experience

04/2014 – 08/2020 **Photographer / Videographer**

Lionel, LLC
Concord, NC

- I was responsible for the **photo** and **video** production process from inception to publication
- Photographing all of the Lionel product and reference material, along with events and media activities.
- Videography included shooting all of the Lionel product videos, social media, and commercial marketing campaigns; as well as performing all post-production manipulation and editing.
- The ability to use multiple Adobe Creative Suite programs to create original photos and videos that meet or exceed design expectations
- I was required to perform necessary research to develop new visual styles that contribute to the improvement of brand positioning and identity, as well as explore new technologies to improve quality and cost efficiency of creative products
- Follow and execute all licensor and historically accurate marks per their ever-changing expectations, including, but not limited to logo & color usage, legal lines, copyright, registration, and trademarks
- Ability to communicate in a timely and courteous manner, carefully identifying and following through on all requests in a fast-paced, deadline-driven environment
- Coherently communicate problems and anomalies with any given project or design
- Commitment to accuracy, quality, precision and creative integrity
- All other duties assigned

08/2004 – 02/2014

Photographer / Designer / Videographer

Ellora's Cave Publishing
Akron, OH

- Collaborated with creative design team to complete projects on tight deadlines
 - Consistently met schedules and deadline for all illustration projects
 - Contributed to cover art design and implementation
 - Drove business growth and community visibility through implementation of targeted marketing and sales strategies
 - Coordinated art requests and processed completed assignments from staff and freelance artists
 - Defined image requirements and planned photographic events
 - Used out-of-the-box thinking to obtain perfect shots
 - Cropped, manipulated and performed color-balance for final images
 - Improvised photographic methods and techniques
 - Photographer special events, parties and corporate events
 - Collaborated successfully with a variety of personalities and work styles
 - Maintained over \$10,000 work of photographic equipment
 - Answered 50-100 emails per week to respond to client questions
 - Managed the assignments to freelance artists
 - Liaison between art department and authors
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08/2004 – Present

Photographer / Designer / Videographer / Partner

Original Syn
Kissimmee, FL

- Collaborate with creative design team to complete projects on tight deadlines
 - Consistently meet schedules and deadline for all client projects
 - Contribute to design and implementation
 - Drive business growth and community visibility through implementation of targeted marketing and sales strategies
 - Coordinate with designers on client requests and projects
 - Defined image requirements and plan photographic events
 - Crop, manipulated and perform color-balance for final images
 - Improvise photographic methods and techniques as needed
 - Shoot and edit video footage
 - Create motion graphics for videos
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Education

Graduated with an Associate of Arts in Film and Video Production from Full Sail University, Winter Park, Florida in April 2002

Websites, Portfolios and Profiles

- [Website portfolio](#)
- [Gallery of images](#)