

David Mackey

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PERSONAL SUMMARY

David Mackey is a three time Telly Award winning recipient, goal driven videographer with over 30 years of experience in broadcast television, photography, content creation, leadership and multi-media production. I function with minimal guidance in highly demanding environments while adhering to all government requirements including 508 compliance for video production and Public Trust Clearance

SKILLS

- Videography/Still Photography
- Mavic Mini Pro 4 Drone Pilot
- Project Management
- Writing/Copy Editor
- Social Media/Web Design
- Graphics and Animations Artist
- Mac/Windows OS
- IOS software
- Dalet Galaxy
- Final Cut Pro XI
- Creative Cloud Suite
- Photoshop
- Lightroom
- Premiere Pro
- Nikon Z8 Z9 Mirrorless Camera and Lenses

EXPERIENCE

Director of Marketing and Development, Happy Dog Ranch , October 2025-Current
Sedalia, Colorado

- Collaborated with team to create promotional materials for events and services.
- Oversaw social media campaigns to enhance brand awareness and engagement.
- Developed comprehensive marketing strategies for sanctuary services and products.
- Analyzed market trends to identify new opportunities for growth and expansion.
- Directed community outreach initiatives to build relationships with local donors.
- Developed and implemented a comprehensive marketing strategy to increase brand awareness.
- Organized promotional campaigns, including social media, marketing materials, videography, and website content.
- Updated web pages and social media profiles with engaging and current content.
- Created customer-focused messaging that resonates with target audiences.
- Executed updated marketing plans to increase branding exposure, customer traffic, and donations.
- Planned and produced highly effective experiential marketing events.

- Developed and implemented digital marketing plans to incorporate SEO, social media platforms, and video campaigns.

Video Production Specialist, HumRRO, August 2023-Current
Alexandria, VA

- Adrienne Fox/Creative Dir 703-868-2810
- Fully 508 compliant in video production
- Still photography for corporate events and headshots
- Create video to assist Department of Homeland Security
- Classified projects
- Provided top quality control and eliminated downtime to maximize revenue
- Developed storyboards and innovative scripts
- Interfaced with clients to define project scopes of work, including budgets, creative vision and deliverable schedules
- Aided senior leadership during executive decision-making process by generating daily reports to recommend corrective actions and improvements
- Actively participated in brainstorming sessions for new ideas and concepts
- Presented videos at industry events and trade shows
- Monitored the progress of post-production activities including editing, color correction, music selection
- Researched emerging trends in digital media production techniques
- Created special effects for digital media publications and projects
- Created storyboards and scripts for video projects
- Provided technical support when needed during shoots or post-production processes
- Recorded audio on set during shoots
- Prepared sets with lighting and other equipment to meet production specifications
- Planned shoots, scheduled talent and oversaw set up for filming
- Conducted research into various topics related to video production projects
- Directed actors in order to achieve desired performance results
- Identified, diagnosed, and resolved problems with media systems
- Drove brand and marketing message by designing programming and content in accordance with brand strategies
- Produced motion graphics for intros and outros and titles sequences for videos
- Maintained equipment such as cameras, audio recorders, lighting kits, and tripods
- Performed quality assurance checks before delivering final product
- Compressed, digitized and duplicated audio and digital files
- Edited and post-produced final video and audio collections for distribution
- Maintained AV inventory and supplies and facilitated orders for new equipment.
- Organized video and photo shoots, production crews and actors to achieve clients' creative vision
- Coordinated with clients to discuss project objectives and requirements
- Rendered final versions of videos in multiple formats for web streaming or broadcast purposes
- Creatively developed and filmed various video content

- Managed filming budget throughout project to reduce spending
- Ensured that all content adheres to brand standards and guidelines
- Assisted in scheduling interviews with subject matter experts or key stakeholders
- Conducted production meetings to discuss project status, objectives, and related concerns
- Developed web profile videos for client websites and commercials for local businesses for broadcast on cable networks
- Edited stories and segments to fit within required timeframes
- Grow business through word of mouth referrals and continued production excellence
- Pitched ideas, developed concepts and produced online content to develop brand content
- Created original content for programs and produced segments used in broadcasts
- Created broadcasting, advertisement and film content
- Organized shooting schedules according to client needs
- Placed microphones in specific locations to maximize audio quality

Owner - Operator, TDM PHOTOGRAPHY, September 2021-Current

Washington DC, DC

- David Mackey 713-791-3646
- Fully 508 compliant in video production
- Captured and edited stunning images across various genres including events and portraits for company branding
- Collaborated with clients to understand their vision and develop creative concepts for their projects
- Used a range of photography equipment, including mirrorless cameras, lenses, and lighting, to capture images that meet client specifications and exceeds expectations
- Edited and retouched images using Adobe Creative Suites, ensuring high-quality final products
- Managed projects from concept to completion, ensuring timely delivery of images and meeting project requirements
- Scheduled meeting with clients on an ad-hoc basis to discuss product and revisions to ensure customer satisfaction with final product delivery and schedule
- Ensured that equipment for a shoot is present and working
- Directed camera operations so that the needed footage is acquired
- Filmed videos on set or on location
- Planned the shoot with the creative mindset with the client
- Leveraged strong eye for visual composition coupled with in-depth technical abilities to create innovative sequences that expand storytelling capabilities
- Partnered with clients to film and produce short and feature length films
- Increased donator contributions to The Know Autism Foundation by \$642K during Diamond Gala
- Improved donations by \$340K for The Fight for Us and The Houston 20 combined campaign

Multimedia Specialist, NASA SEWP, May 2024-November 2024

Greenbelt, MD

- Angela Taylor 202-309-2001

- Fully 508 compliant in video production
- Created graphics, animations, videos, and audio files for web pages
- Still photography for corporate events and 150 employee headshots
- Accompanied senior producers to client review meetings to learn client communication techniques, and contribute creative or administrative support
- Enhanced user experience by implementing advanced interactive features on websites
- Ensured all multimedia assets are up-to-date with current industry standards
- Developed multimedia content to increase customer engagement and website traffic
- Managed records for current catalog, audio-visual equipment and available supplies
- Edited existing videos and audio files to ensure the highest quality output.
- Participated in multiple advanced design teams to learn and understand business practices and contribute creative ideas for consideration
- Provided technical support to colleagues when working on projects
- Researched emerging technologies related to multimedia production
- Collaborated with web developers to integrate multimedia elements into websites
- Recorded and published high-definition videos of company seminars and presentations for website and social media use
- Organized the development process from concept through completion
- Optimized images and videos for web delivery using various software tools.
- Maintained updated knowledge through continuing education and advanced training
- Worked effectively in team environments to make the workplace more productive
- Collaborated closely with team members to achieve project objectives and meet deadlines

Senior Marketing Producer, The Walt Disney Company/ABC TV, September 2021-September 2022
Houston, TX

- Scott Morrow Assist Dr Creative Services 713-553-1258
- Edited promo and topicals on Dalet Galaxy and Premier Pro/FCPXI
- Led the development and execution of integrated marketing campaigns that increased brand awareness, drove lead generation, and grew revenue by 10%
- Still photography for corporate events, media headshots and billboards for the city of Houston
- Managed cross-functional teams, including creative, content, and digital marketing, to ensure successful project delivery
- Collaborated with external partners and vendors to develop and execute campaigns across various channels, including social media, email marketing, and advertising
- Analyzed campaign performance and provided insights to optimize future marketing efforts
- Communicated value and proposition to sales team and developed tools to support selling process
- Developed and managed marketing budgets, ensuring projects were delivered on time and within budget
- Conducted market research to identify opportunities and create targeted campaigns
- Managed the company's social media channels, increasing engagement, keeping ABC leading station in Houston, and surrounding metropolitan areas
- Managed and supervised production and post-production activities for multiple projects

simultaneously from preproduction to final delivery

- Coordinated with news talent, producers, and other visual effects artists to ensure high-quality post-production output
- Established multi-media campaigns achieving maximum exposure for new branding and logo identity
- Introduced graphic standard to organization
- Skilled with video editing in HD and 4K formats along with audio and podcast recording
- Created content for promotional materials such as brochures, flyers, and newsletters
- Monitored industry trends in order to stay ahead of competitors
- Assisted in developing social media content including blog posts, tweets and Facebook updates

Special Projects Editor, The Walt Disney Company/ABC TV , October 1998-September 2021
Houston, TX

- Implemented editing techniques using Adobe Premiere Pro, After Effects, Final Cut Pro X and Avid Media Composer for daily Newscasts.
- Edited digital images lightly or with advanced techniques to create desired effects.
- Uploaded digital images for editing, archiving and electronic transmission.
- Managed digital archives of photographs, organized files and protected against loss.
- Managed multiple projects simultaneously while meeting tight deadlines under pressure.
- Organized media libraries; tracked all changes made during post-production process.
- Performed troubleshooting tasks related to hardware or software issues encountered during the editing process.
- Compiled and edited raw material such as interviews, b-rolls and other footage into a finished product.
- Assisted in setting up equipment prior to shooting sessions; monitored sound levels during filming.
- Ensured accuracy of final product by conducting quality assurance checks before delivery.
- Edited video footage, including color correction, audio mixing and special effects for television commercials, feature films and documentaries.

EDUCATION

Film and Video Production, The Art Institute of Houston, TX

VOLUNTEER EXPERIENCE

- The Houston 20, Fight for Us
- Know Autism
- The Rose Cancer Center
- MAM
- Casa De Esperanza
- The Walt Disney Pride BERG
- Apple Pride

- The Children's Hospital, Houston

CERTIFICATIONS

- Public Trust Clearance
- 508 Video compliant

ACCOMPLISHMENTS

- Three time Telly Award Winner 2025
- Multi Emmy Nominated Producer/Editor

REFERENCES

References available upon request.