

AUSTIN BAKER

DIGITAL CONTENT SPECIALIST

ABOUT ME

513.335.5166
austin@autobaker.com
autobaker.com

EDUCATION

University of Cincinnati | 2018
College-Conservatory of Music
Cincinnati, OH
Major - Electronic Media
Bachelor of Fine Arts

SKILLS

Project Management
Team Collaboration
Creative Vision
Social Media
Client Empathy
Storytelling
Detail Oriented
Cinematography
Video Editing
Motion Graphics
Graphic Design
Web Design

TOOLS

Final Cut Pro X
Premiere Pro
Illustrator
Photoshop
Lightroom
InDesign
After Effects
HTML/CSS
Shopify

EXPERIENCE

Cintas | *Digital Content Specialist II*

Cincinnati, OH | September 2021 - Present

- o Produce multimedia content and live broadcasts tailored for stakeholders within the organization, ranging from executives to front-line employees.
- o Oversee the end-to-end multimedia storytelling process, including pre-production, video/graphic editing, archiving, and distribution.
- o Coordinate on-site shoots and live streaming events nationwide, collaborating with vendors and contractors to ensure successful outcomes.
- o Utilize Adobe Creative Cloud Suite (Premiere Pro, Audition, After Effects, Photoshop, Illustrator) to conceptualize projects, aligning with organizational objectives.

Touchstone Merchandise Group | *Multimedia Director*

Cincinnati, OH | November 2018 - September 2021

- o Lead visual content production, including photography, videography, and animation, to support the communication of products and services.
- o Develop and implement standard operating procedures for photography, ensuring efficient shooting, editing, organizing, retouching, and color correction processes.
- o Collaborate closely with the Digital Marketing team to create compelling digital, social media, and video content that promotes the company's brand and offerings.

WKRC Local 12 News | *Video Editor*

Cincinnati, OH | May - November 2018

- o Design visually compelling assets and promotional materials for primetime evening shows within tight deadlines.
- o Collaborate with producers to conceptualize and layout show segments, adhering to scripts while providing creative input to enhance visual storytelling.
- o Create captivating opening sequences and teasers for commercial breaks, capturing audience attention and reinforcing key messaging.

AWARDS

"I AM" Award, Touchstone 2021
Businesses Don't Grow, People Do Award, Touchstone 2021
Top Performer Award, Touchstone 2021
PAL-4 Excellence Award Winner, TrueU 2021
Helping Hands Award, Touchstone 2019
Most Outstanding Senior Award, University of Cincinnati CCM 2018
Brother of the Year Award, Theta Chi Fraternity, Beta Omicron Chapter 2017