

brendonminnich

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EXPERIENCE

BOSCOV'S PHOTOGRAPHER & VIDEOGRAPHER (MARCH 2015 - JUNE 2020)

Product photography with frequent photoshop work. Videographer for multiple projects including the shooting and editing of videos for use in commercial work as well as social media platforms. Video examples of my work can be found at www.mindofminnich.com

MULTIMEDIA DESIGN & VIDEO PRODUCTION FREELANCER (2010 - MARCH 2015)

Creation of multimedia for a variety of clients ranging from individuals to advertising agencies. Focusing on video production, I specialize in shooting, editing, creative direction, motion graphics, color grading, sound design and graphic design. Video examples of my work can be found at www.mindofminnich.com

PORTFOLIO HIGHLIGHTS



MENNEN SPEED STICK COMMERCIAL

In a PopTent invite only contest of 28 videographers, my task was to conceptualize and produce a fresh new commercial concept for Speed Stick deodorant. Speed Stick selected my submission as overall winner and purchased it for the grand prize of \$10,000.



"12/21/12" MOVIE FEATURE FILM

Sole editor for full-length feature film produced by Conscious Filmworks independent film company in Atlanta, Georgia. Also created trailer, motion graphics, and the opening credits musical score.



ALBRIGHT COLLEGE CONVOCATION VIDEOS & COMMERCIALS

Produced Albright College's convocation videos two years in a row using supplied photographs to create a 3D motion montage by utilizing a combination of Photoshop, After Effects, and Premiere. I then turned those videos into 30 second commercial spots, which were played on the big screen during Albright night at the Reading Phillies Stadium.



IMMACULATA COLLEGE MIGHTY MACS TRIBUTE & COMMERCIAL

Working with the EFK Group advertising agency, I transformed old photos and stock footage into a tribute to the Immaculata women's Mighty Macs basketball team that won the NCAA Championship in 1972, 1973 and 1974. Tribute was played on the jumbotron at 76ers vs Heat home game for Immaculata's annual IU night. I then edited the tribute into a 30 second TV spot that was aired during March Madness.

PORTFOLIO
HIGHLIGHTS
(CONTINUED)



WINDSOR HEALTHCARE

Working with the EFK Group, I was supplied with pre-shot interviews and pictures. I created motion graphics intro/outro, edited photos into 3D scenes, produced sound design, and then creatively blended interviews and photos together to make an engaging series of online informative videos for Windsor Healthcare.



CHICAGO WHITE SOX COMMERCIAL

Provided with only pictures and 2 video clips, I created 3D scenes using Photoshop, After Effects, and Premiere. I then produced the sound design and edited everything together to produce a TV ready commercial spot.



COKE LIGHT COMMERCIAL

The 30 second commercial was chosen by Coca-Cola as a shortlisted finalist for MoFilm's Coca Cola Light Cannes Lions Film Festival contest.



CRYSTAL LIGHT COMMERCIAL

The 30 second commercial used stop motion technique. It was chosen as a finalist by Crystal Light for Poptent's Crystal Light commercial contest.



PEOPLELINX INSTRUCTIONAL MOTION GRAPHICS VIDEO

Created a stylized motion graphics instructional video for PeopleLinx to be used as an educational tool for showing clients how their software can be effectively utilized.

EDUCATION

ALBRIGHT COLLEGE

B.A. Digital Media & Art
Graduated 2010

SKILLS

PROFICIENCY

Adobe Premiere
Adobe Photoshop
Adobe After Effects

FAMILIARITY

Final Cut Pro
Adobe Illustrator
Adobe InDesign

LEADERSHIP

EAGLE SCOUT, B.S.A.

ALBRIGHT COLLEGE SHIRK SCHOLAR

Awarded to students who actively reflect the ideals of community service, leadership, strength of character and commitment to excellence.

ALBRIGHT COLLEGE PEER ORIENTATION PERSON

"POPS" are a group of highly motivated student leaders who are selected, interviewed and then trained to create and facilitate student orientation.