

## INNOVATIVE VIDEO PRODUCTION & EDITING | INGENIOUS DIRECTING

*Conjuring up interesting ideas and conveying them to diverse audiences in engaging ways – leaving lasting impressions.*

**Creative, high-energy, and innovative visionary** with a verifiable record of success blending motivational leadership style with exceptional creative judgment to implement strategies that raise quality and style outcomes and drive audience engagement. Offering authority-level insight into the management of film and video projects from conception to completion, directing the production and leading editing efforts to create high-quality content. Relentless dedication to partnering cross-functionally in building a unified team action plan and ensuring that projects meet all milestones, deadlines, and budget requirements. Trademark for intuitively adapting to emerging and existing technologies, improving the production process. Solution-focused strategist recognized for constructing ‘out-of-the-box’, effective digital marketing strategies, and high-impact campaigns.

### STRENGTHS SNAPSHOT

- **Video Production, Directing & Editing**
- **Strategic Planning & Tactical Execution**
- **Script Writing & Storyline Development**
- **Pre & Post-Production Operations**
- **Negotiations & Contract Administration**
- **Production & Technology Integration**
- **High-Performing Talent Acquisition**
- **Creative Project Management**
- **Marketing Campaigns & Promotions**
- **Web/Social Media Content Creation**
- **Financial Planning & Accountability**
- **Stakeholder Collaboration & Liaison**

### CAREER NARRATIVE & MILESTONES

**Michael Lucas Productions** – Baltimore, MD

2012 – Present

#### **Writer, Director, Editor & Producer**

**Overview:** Leverage extensive creative background to partner with internal and external teams and cross-functional partners, streamlining the process for creating high-quality content. Tasked with taking on diverse video projects and editing footage, cropping, blending, and syncing clips to produce high-quality pieces of work. Capitalize on a variety of digital technology through the incorporation of technology to improve production. Approve the design and financial aspects of production.

#### **Highlights of Projects Managed:**

##### **Director & Editor – Let’s Talk Entertainment Web Series (2018 – Present)**

- Oversee editing of footage, reduction of 60-minute footages into 18 – 30 minutes per episode, ensuring color correction, and making sound adjustments as necessary.
- Propel viewer anticipation and engagement for new episodes of the show by creating exceptional teaser videos and show highlights.
- Defined the look and direction of the web series, joining forces with producer and executive producer.
- Demonstrate exceptional leadership and people management abilities, simultaneously steering talent and crew in a fast-paced working environment.

##### **Writer, Director & Producer – Letters From Sam (Feature Film) (Spring 2018 – Present)**

- Charged with managing story development, scriptwriting, directing, and editing, collaborating with the director of photography to ensure the picture matched the essence of the script.
- Provide oversight for the financial outlook of the film, including negotiation and securing financing for the film and ensuring the on-time and on-budget completion of the film.
- Recruit essential and best-fit cast and crew members, including gaffer, sound mixer, and makeup artist.
- Spearhead social media advertisement and promotion following the completion of the movie.

# Derek L. Gray

## CAREER NARRATIVE & MILESTONES *(continued)*

### **Co-Writer, Director, Editor & Producer – Tool Booth (TV/Web Series) (Summer 2017 – Present)**

- Solicited to lead story development, scriptwriting, directing, and editing — collaborating with co-writer to develop the storyline for the second season of the series.
- Organized and hosted table reads for the cast in pre-production.
- Mounted strategies to secure locations for shoots in alignment with the second season storylines.
- Touted and epitomized excellence in financial planning and management, securing production financing and setting the budget for the production.
- Strategized and executed the revamp of the show's content, hiring new staff writers and cinematography, leading to an **increase in viewership from 400 at the end of season 1 to 10,000 by mid-season 2.**

### **Writer, Director & Producer – 25 Years (Feature Film) (Fall 2012 – Spring 2015)**

- Selected to lead overall planning for the production, encompassing securing of locations and the development of schedule and budget for the film.
- Supervised entire process of the film from conceptualization through production to post-production, including auditioning and hiring cast and crew.
- Played an instrumental role in leading story development, scriptwriting, directing, and editing.

### **Toyota Financial Services** – Owings Mills, MD

2016 – Present

#### **Supervisor, Department Training Curriculum**

- Brought onboard to serve as the project manager, overseeing the creation, development, and deployment of departmental training curriculum for new employees.
- Forged partnerships with peers at supervisory levels to continue the improvement of the curriculum, training delivery methods, and timeframes.
- Cultivated and nurtured effective work relationships with management, staff, and stakeholders.
- Championed launch of training curriculum; creating the project timeline, identifying stakeholders, developing deadlines, and assembling subject matter experts to aid launch.
- Assigned to create a 30-minute corporate presentation for the company's headquarters in Texas.
- **Drove a 50% increase in attendance to the company's town hall meetings** by writing and editing a town hall comedic sketch.

## EDUCATIONAL TRAJECTORY

### **Master of Fine Arts (Creative Writing)**

Full Sail University, Winter Park, FL

### **Bachelor of Science (Communications)**

Bowie State University, Bowie, MD

## SELECTED AWARDS AND RECOGNITIONS

**Cable TV Award for Best Comedy & Best Series** – Live & Direct (2005, 2006, 2007)

**Telly Award for Best Cinematography** – Toll Booth (2017)

**Telly Award for Best Writing** – Toll Booth (2018)

**Baltimore Best Series Award at New Media Web Fest** – Toll Booth (2019)

**Capital City Web Award for Best Series, Best Ensemble, Best Writing** – Toll Booth (2019)