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Professional Summary

I am a freelance Creative Director who produces client solutions from conception to delivery. During the past 15 years, I have been Producer/Director of photography and video with Virtually Better, a company that pioneered virtual reality environments for mental health. I also work with leading DPs creating ad campaigns for national and international clients.

My specialty is managing a creative team that provides strategic and efficient client solutions that maximizes profitability.

Experience: 2000 - Present

Producer/Creative Director managing project from start to finish for

EMORY UNIVERSITY PE CONSULTATION TRAINING PROGRAM

Client: Barbara O. Rothbaum, Ph.D., ABPP
Professor in Psychiatry
Director, Trauma and Anxiety Recovery Program
Paul A. Janssen Chair in Neuropsychopharmacology
Associate Vice Chair of Clinical Research
Emory University School of Medicine
Atlanta, Georgia

Overview and Goals

The goal of this project was to create high-quality training videos that would provide means for consistent, structured training in the core competencies of PE consultation.

Scope of Services: Producer/Creative Director

Pre-production

Consulted with the Emory team to finalize video scripts, cast actors, location services, set design, create/build set, interview all and secure all cast and crew.

Production

Directed filming of 3 scripts of 15 scenes each with 9 actors.
Incorporated suggestions from Emory team during filming.

Post Production

Directed editing of all video and sound (including text screens for titles and questions in compliance with Emory standards).

Final Revisions

Consulted with Emory staff to incorporate all revisions.

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Output

Delivered on hard drive 45 short videos, each about two to five minutes long in format specified by client to be incorporated into Emory web platform.

Account Services

Responsible for managing budgets and all payments to actors, film crew and studio.

Selected Clients:

Virtually Better, Atlanta, Georgia

Producer of all video to incorporate into virtual reality environments.

Clients include The Center for Disease Control (CDC), MD Anderson Cancer Center, Georgia State University and others.

Emory University, Atlanta, Georgia

Swanson Foods (Campbell Soup, Co.), Atlanta, Georgia

Peachtree TV, Atlanta, Georgia, (Brand Development)

Atlas Films, Santa Monica, California

Conde Nast Publishing, New York, New York

Performance Marketing, Des Moines, Iowa

Atlanta City Magazine, Atlanta, Georgia

Buckhead Life Group, Atlanta, Georgia

Chandler Media, Atlanta, Georgia

Chiquita Fruit, Cincinnati, Ohio

Coca-Cola, Atlanta, Georgia

E. Allen McGee Photography, Atlanta, Georgia

Fiscus Productions, Atlanta, Georgia

Fulton County Arts Council, Atlanta, Georgia

Georgia Institute of Technology, Atlanta, Georgia

Pelosi & Chambers, Atlanta, Georgia

Prognosis, Prague, Czech Republic

Synthesis Architecture and Design, Atlanta, Georgia

The Weather Channel, Atlanta, Georgia

UPS Logistics Group, Atlanta, Georgia

The Atlanta Journal and Constitution, Atlanta, Georgia

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6/12/2023 - 7/2023 **Atlanta International School Horizons Atlanta Program**
Support teacher with Mrs. Glenda Zorin's 4th grade class.

As part of the curriculum that I designed, I arranged for my professional colleagues in the field of film, video, animation, drawing and yoga to share their expertise pro bono. They include, actor Mark Kendall, film and media producer Frederick Taylor, animator Brent Morris, illustrator Mirtha Ferrer and yoga instructor Anna Marie Purgel,

In addition, I taught and consulted with the 7th and 8th grade yearbook staff to produce a Horizons 2023 yearbook.

10/2022 - Present **Atlanta International School**
Substitute Teacher in both Primary and Secondary Schools.
Taught video editing and interviewing techniques to Mr. Howard's
Individuals and Societies class.

7/2023 **Human Rights Education Training Certificate**
US Institute of Diplomacy and Human Rights, Washington, DC.

9/2022 **Georgia Professional Development Certificate**
Mandated Reporters: Critical Links in Protecting Children.

Education: 2000, BFA, Atlanta College of Art, Atlanta, Georgia

Skills: Extensive experience with asset and acquisition management.
Experience with all studio equipment including film and digital cameras, 35 mm,
medium format, 4x5, a variety of panoramic and VR cameras.
Working knowledge of Adobe Creative Cloud.

Projects and References: www.atticusgraybill.com

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