

# Zachary Concannon

**Cinematography | Lighting | Editing | Animation | Sound Design**  
225 Arlington Street • Quincy, MA 02170 • 339.788.1513 • [z@zackconcannon.com](mailto:z@zackconcannon.com)  
Video Samples Available at [www.zackconcannon.com](http://www.zackconcannon.com)

## Key Qualifications

### Communication Skills

- Able to organize and clearly communicate complex ideas and technical processes with project managers, team members, and contractors.
- Able to quickly understand and achieve the desired goals of project managers and creative directors

### Technologies

- Hands on with industry-leading digital filmmaking tools and post-production editing systems on a daily basis
- Advisory role for equipment purchases and appropriate gear selection for studio and on-location shoots
- Continually seek out and master cutting-edge hardware, software, and production equipment

### Team Building and Leadership

- Leadership role in the direction of nimble and non-traditional film crews to achieve top-tier production value within tight budgets and deadlines
- Escort and advise marketing and advertising teams travelling to national and international locations for video productions

### Project Management

- Responsible for pre-production documents, planning, and checklists.
- Collaborative role in creative development for storyboarding and shot lists.
- Work directly with brand managers and producers to develop production and editing schedules
- Primary point of contact for externals and freelancers working in-studio.
- Responsible for ensuring all video productions meet company quality standards

## Employment

### Reebok • Boston, MA • Headquarters

September 2014 to Present

Senior Motion Content Creator / Camera Operator / Film & Video Editor / FAA Certified Drone Pilot  
Specialist in Steadicam Operation, Lighting Setups, VFX / Animation, and Final Video Editing for product promotions, interviews, and lifestyle features.

- Daily experience working with Product Designers, Product Managers, Creative Directors, and Producers to develop concepts, storyboards, shot lists, and quick-turn editorial.
- Hands-on with Red Digital Cinema workflow: media management and color correction
- Hands-on with still photography setups including materials, lighting, and special effects
- Fully versed in all video file formats for digital platforms, exports, conversions, projection, and broadcast
- Fully versed with wireless video systems for client monitoring purposes
- Responsible for development of video and editing production timelines
- Responsible for packing, air / ground transport, setup, and operation of equipment for travel shoots (entire U.S. and international)
- Responsible for daily operations and maintenance of Reebok production studio (lighting, video, and sound)
- Responsible for external contractors and rental houses for acquisition of specialized services and equipment needed for video shoots (anamorphic lenses, high-powered lights, power generators, fog machines, etc.)
- Responsible for video equipment inventory and recommendations for new purchases

## (Employment Continued)

### **NESN • Watertown, MA**

Studio Technician, Jib Camera Operator

July 2014 – September 2014

Crew member for Red Sox pre- and post-game broadcast setup and breakdown on Yawkee Way. In-studio crew for daily sports recap show on fully virtual set (entirely greenscreen)

- Studio and on-location floor director for run-of-show documents and directing anchors and guests
- Studio and on-location jib camera operation
- Operation of element ETC lighting boards and maintenance of lighting fixtures
- Setup of remote sound stage at Fenway Park for live broadcast
- Responsible for following run-of-show documents for timing and camera positioning
- Communication with studio team and control booth for stage directions via headset
- Microphone management for post-game press conferences

### **WFXT Boston (Fox 25) • Dedham, MA**

July 2013 – September 2014

Floor Director, Camera Technician, Jib Camera Operator

Responsibilities ranged from directing anchors during newscasts to equipment and studio maintenance following shows. Experience on morning and evening broadcasts. Responsibilities include:

- Moving and operating Jib Camera for a wide variety of in-studio shots
- Positioning and referencing robotic studio cameras before shows
- Operating lighting board during newscasts and tapings and changing studio light bulbs as needed
- Following show rundowns in Avid iNews and communicating with control booth / show directors via headset
- Communicating upcoming set positions and cueing anchors on camera during shows
- Setting stand-lights, monitors, and tripods as needed
- Operating RF field cameras during outdoor weather patio shots
- Organizing scripts and relaying script changes to anchors
- Microphoning guests for interviews

### **Cramer Digital Marketing / Event Solutions • Norwood, MA**

September 2011 to September 2013

Production Assistant. Experienced all areas within this large commercial multimedia studio that specializes in film and video production, broadcast, print, and web. Worked in scheduling, studio management, transportation, logistics, set production (studio and on-site), and video editing. Specific areas of responsibilities include:

#### *Production Assistant:*

- Equipment and Inventory: Working from a detailed specifications list, responsible for selecting and packing equipment for shoots and events
- Set builds and breakdowns, all areas
- Compilation of shot notes for director and editors
- Studio maintenance

#### *Research Assistant:*

- Building databases: Responsible for locating resources throughout the United States for rental equipment, producers, videographers, studio space, film equipment, and actors for out-of-state assignments. Phone skills to refine contact information and pricing.
- Working with producers to research historical figures for script content.

#### *Post-Production Assistant:*

- Video file management – formatting, exports, and archives
- Compilation of editing notes for client presentations

#### *Warehouse Associate:*

- Equipment inventory: packing, storage, and shipping

## Education

### **Massachusetts College of Art and Design**

Bachelor of Fine Arts – Film and Video – 2013

The MassArt Film / Video program is a world-class curriculum preparing students for careers in film, video, and broadcasting through classroom instruction, creative and commercially themed assignments, and professional studios outfitted with cutting-edge cameras and production technologies.

## Skills – Equipment and Software

### **CINEMATOGRAPHY & LIGHTING**

Expertise in recording dynamic high-definition video production using state-of-the-art cameras, stabilizers, drones, wireless-monitoring & lens-control equipment. Wide variety of lighting techniques for both video and photography.

### **POST-PRODUCTION**

Experienced in post-processing of video files and graphics. Ability to edit with speed for quick-turn editorial and animation. Knowledgeable in file types and export formats for various platforms.

### **Video Equipment**

- Red Epic Weapon 8k Camera
- Sony, Cannon, Nikon DSLR
- Movi Pro Steadicam
- Paralinx Wireless Video Monitoring
- Heden Wireless Lens Control
- Anamorphic & Cinema Lenses
- Kessler Crane Motion Control Cinedrive
- DJI Inspire 2 Drone

### **Lighting Equipment**

- Video: Continuous HMI, LED, Quasar
- Photo: Profoto 8a power packs, B1s

### **Software**

- Adobe Premiere
- Adobe After Effects
- Adobe Illustrator
- Media Compressor
- Red Cine-X
- Logic Pro X
- Wacom Tablets

### **Sound**

- Sound Devices (hardware)
- Zoom Field Recorders
- Boom/Lavalier operation

### **Editing and Animation**

- Final Cut Pro
- Avid Media Composer
- Adobe After Effects
- Adobe Premier Pro
- Adobe Media Encoder

### **Project Management**

- Microsoft Office
- Avid iNews

## Key Projects • 2016–2019

<a href="#">Employee Recognition Awards</a> .....	January 2019.....	HQ
Video played at all-employee meeting to recognize exceptional efforts		
<a href="#">Brand Shoot LA</a> .....	February 2019 ...	Los Angeles, CA
One week on location product shoot in Los Angeles to highlight company attitude and product in a brand library		
<a href="#">BOK's Testimonial</a> .....	February 2019 ...	HQ
In-studio interviews with children and parents participating in Reebok's before school activities program		
<a href="#">Be More Human Challenge Promo</a> .....	April 2019 .....	HQ
Internal facing video to promote a company-wide challenge to live an active and healthy lifestyle		
<a href="#">Brand Space Virtual Walkthrough</a> .....	April 2019 .....	HQ
Video filmed as a virtual walkthrough of brand space to share with markets		
<a href="#">Chris Hinshaw for Ragnar – Athletic Trainer and Running Expert</a> .....	May 2019.....	Canton, MA
Marathon training tips to be used as promotional videos for the running category		
<a href="#">Matt Blonder Intro</a> .....	June 2019.....	HQ
A fun intro for the Head of Reebok Digital Marketing to use as a presentation opener		
<a href="#">Archive with E. Scott Morris</a> .....	July 2019 .....	HQ
A two-hour interview with former long-tenured employee about his works and time at Reebok		
<a href="#">Steven Smith Insta-pump Fury – Athletic Footwear Designer</a> .....	July 2019 .....	Portland, OR
Two day on-location shoot to interview and capture content for the collaboration between Adidas and Reebok		
<a href="#">Battle of the Elements</a> .....	August 2019 .....	Norwood, MA
On-location shoot to capture dynamic product shots in interesting environments -		
<a href="#">GMM Spinning Shoes</a> .....	August 2019 .....	HQ
Quick turn edits to capture spinning shoes to be displayed on screen during global marketing meeting presentation		
<a href="#">Women's Highlight Video</a> .....	August 2019 .....	HQ
In-studio shoot to capture female talent boldly sporting product in stylized colored light		
<a href="#">It's a Man's World</a> .....	August 2019 .....	HQ
A multi-week shoot centered around 5 female grassroots influencers on their journey to create a sneaker collaboration featuring interviews, designer b-roll, in studio & on location product filming.		
<a href="#">Alter the Icons</a> .....	August 2019 .....	HQ
A weeklong shoot in-studio to align grassroots influencers and their take on style with footwear. Interview and stylized lighting setups.		

## (Key Projects Continued)

<b>Hexawarm Product Shoot</b> .....	July 2016 .....	Colorado Springs, CO
One-week product shoot in Colorado to capture footwear and apparel for winter weather workout gear.		
<b>CrossFit Games Open</b> .....	Dec. 2017 .....	<b>Madrid, Spain</b>
One-week shoot in Madrid, Spain to capture interviews and content supporting the CrossFit Games Invitational event.		
<b>Global Brand Experience</b> .....	May 2017 .....	<b>Barcelona, Spain</b>
Event highlight recap video for international gathering of retailers to view showcase of upcoming product lines.		
<b>Brand Shoot</b> .....	August 2017 .....	Burlington, VT
Weeklong shoot in Acadia national park to capture video library of footwear, apparel, and brand essence. To be used as evergreen content.		
<b>Nano 9 Product Shoot</b> .....	August 2017 .....	Denver, CO
Two-day shoot at a gym in Colorado to work with external video crew on CrossFit shoe product video		
<b>JJ Watt – NFL Athlete</b> .....	June 2017 .....	Houston, TX
One-day shoot at a gym in Texas to capture JJ behind the scenes of a photoshoot as well as a series of interview setups		
<b>Aly Raisman – USA Olympian</b> .....	July 2017 .....	Brooklyn, NY
One day shoot in New York to capture content for customization shop as well as interview with Ally Raisman		
<b>Rich Froning – Professional CrossFit Athlete</b> .....	April 2018 .....	Cookeville, TN
Two-day shoot in Tennessee at Rich Froning’s home gym to capture interview and product video footage		
<b>Brand Shoot</b> .....	July 2018 .....	Brooklyn, NY
Week-long shoot in New York to capture brand essence and product for seasonal library of brand footage		
<b>Brand Shoot</b> .....	August 2018 .....	<b>London, UK</b>
Week-long shoot in London to capture brand content for apparel and brand essence		
<b>Complex Con Edit</b> .....	October 2018.....	HQ
An effects-heavy hype montage of lifestyle videos played at sneaker event in New York		
<b>Conor McGregor – UFC Athlete</b> .....	October 2018.....	East Boston, MA
One-day shoot at a warehouse in Boston to capture behind the scenes footage of Conor during a photoshoot as well as interview materials		
<b>Floatride Energy</b> .....	October 2018.....	North End Boston, MA
Running footwear product video captured on location as well as in-studio interviews with designers		