



Mario Ferrarelli

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Videographer and Multimedia Artist

Creative **Videographer and Multimedia Artist** with extensive experience in all facets of video production, multimedia, web design and coding, animation, and graphic design utilizing Macintosh and PC based computers. Excel at creating customized video products from concept to delivery, and working with business leaders to bring their vision to life. Known for integrating video, sound, music, and content into a focused presentation. Excellent ability to create websites, content, and interactive elements to entice the customer to interact with the site. Customer-focused, organized and able to communicate effectively with business leaders. Expertise using these software packages:

- Adobe CC, After Effects, Illustrator, Photoshop, Premiere Pro, Audition, Dreamweaver, InDesign and Acrobat
- Apple Final Cut Pro, Motion
- Avid Media Composer
- Microsoft Office, Word, PowerPoint, Excel, Outlook and SharePoint
- HTML, CSS, Responsive Web Design, JavaScript, WordPress and Camtasia Studio

PROFESSIONAL EXPERIENCE

Price Auto Group, Newark, DE

2016 – 2020

Videographer

- Creation of complete video programs for marketing and social media campaigns. Videos are prepared using conceptualization, writing, shooting, editing, and animation abilities. Final videos delivered for broadcast television, YouTube, Facebook, and Twitter.
- Collaborate with business line leaders and marketing professionals to produce finished campaigns to enhance the company's image and generate new business.

Vanguard for CE Solutions, Inc., Kennett Square, PA

2014 – 2016

Multimedia Designer

- Created complete web-based multimedia design solutions for brand and marketing positioning. Finished digital media programs created using conceptual skills, multimedia methods, animation, and video editing techniques.
- Designed, created, prototyped and executed animation assignments, PowerPoint presentations, and interactive deliverables on time and within budget.
- Collaborated with business clients, account representatives, marketing professionals, and design peers to produce effective and cost conscious digital media solutions.

Weston Solutions, Inc., West Chester, PA

1998 – 2013

Senior Videographer and Multimedia Artist

- Created complete video programs for internal and external clients. Programs were accomplished utilizing conceptualization, video editing, video shooting, animation, and design skills. Completed video programs were delivered using HTML 5 code to play on all mobile devices in addition to desktop computers.

- Designed, created, executed, and supervised all facets of website creation for many types of clients. Webmaster for Weston's external website since 2004. Sites completed employ HTML code, CSS, JavaScript, Dreamweaver templates and custom code.
- Executed interactive Flash applications, PowerPoint presentations, brochures, technical illustrations, DVD production, and graphics.
- Interfaced with clients, account representatives, and outside vendors to produce effective deliverables on time and within budget.
- Purchased, implemented, and upgraded hardware and software technologies.

EDUCATION & ADDITIONAL TRAINING

- Springhouse Education and Consulting, Exton, PA
 - Web Design Certification, 2016
 - Adobe InDesign, 2011
 - Web Development with Cascading Style Sheets, 2008
- American Graphics Institute, Conshohocken, PA
 - Web Design with CSS, 2016
- Future Media Concepts, Philadelphia, PA
 - Final Cut Pro Advanced Editing, 2010
 - Introduction to LightWave, 2009
- Associate Degree in Specialized Technology, Graphic Design, Art Institute of Philadelphia, Philadelphia, PA

AWARDS

- Weston Award for Excellence for outstanding video production