

# MICHAEL POTTER

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## PROFILE

Dynamic video and media artist with a passion for stories and images

## SOFTWARE

Adobe After Effects	Final Cut Pro	Adobe Dreamweaver
Adobe Photoshop	DVD Studio Pro	Adobe Fireworks
Adobe Premiere Pro	LiveType	Adobe Flash
Adobe Encore DVD	Motion	Lightwave
Adobe Illustrator	Shake	MS Office

## CAMERAS

Panasonic HVX200
Panasonic DVX100
Sony HVR-Z1U
Canon XL2
RED One

## EDUCATION

Brigham Young University, 2008  
BA Film (Media Arts), Japanese  
President, Student Film Association

Davis Applied Technology College, 2004  
Certificate of Media Design Technology  
Student of the Month, September 2004

## EXPERIENCE

**REACT MARKET MEDIA** Chief of Media Production 2008-Present  
Designed and produced animated graphic videos, web, and print publications for ad campaigns  
Published videos on proprietary intranet at store locations, DVD, and the web

**BYU INTERNATIONAL CINEMA** Director 2007-2008  
Directed and produced video shoots for the world's largest university foreign film program  
Co-created and conceptualized "Movie Talk," a weekly film discussion television series

**VISUAL COMMUNICATIONS** Director 2006-2007  
Directed, produced, filmed, and edited commercials and videos viewed on network TV and the web  
Won 1st Place in nation-wide video campaign contest, University Continuing Education Association

**BYU BROADCASTING** Student Producer 2005-2006  
Wrote and produced scripts for internationally broadcast television and web programming  
Worked side by side with an Emmy award-winning PBS producer and filmmaker

**ARMED FORCES NETWORK** Production Assistant 2005  
Produced daily broadcast footage for the largest English-speaking television network in Korea  
Assisted with studio news camera equipment, editing, graphics, and live broadcasts

## CREW POSITIONS

Feature films: Motion Graphics, Screenwriter, Line Producer, Art Assistant, Production Assistant  
Short films: Director, Producer, DP, Assistant Director, UPM, Casting Director, Editor, Graphics

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filmmaker motiongraphics videographer videoeditor creativewriter