

ALEX PUGACH

Content Specialist:

Video Editor, Motion Designer, Graphic Designer

CONTACT

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SOCIAL



CLICK

f.io/CC5plnZB

FOR MOST RECENT WORK &

alexpugach.com

FOR YEARLY REEL

PROFESSIONAL EXPERIENCE

The Form Factory

MULTIMEDIA CONTENT CREATOR / REDDING, CA

January 2018 - Current

- For performance based creative agency—conceptualized, designed, and created videos with weekly reach of 1M+; goal was to grow customer engagement and increase brand adoption
- Notable clients include Adobe, NHL, Digit, Nomad, Gossamer
- Content creation involved pre-production, production and post-production for 10 to 30 second ads delivered to social media platforms (Facebook, Snapchat, Instagram)
 - Conceptualized, presented, budgeted projects
 - Video edited, motion designed (2D/3D), graphic design, vfx
- Optimized iterations of videos for better engagement based on weekly social analytics and reports
 - View time, click-through rate, install/adopt rate
- Visual effects involved rotoscoping (After Effects), motion tracking (Mocha Pro), green screen replacement and stills (Photoshop)
- Interacted and communicated weekly with clients about upcoming creative directions for their marketing campaigns via Slack and Google Hangouts
- Assistant editor for 30 second ad delivered and played in AMC theaters nationwide for 2 months (Digit App)

Bethel Media Group

ASSISTANT VIDEO EDITOR, COLORIST & MOTION GFX / REDDING, CA

March 2015 - May 2017 (26 months)

- For \$8M, 80-employee full-service production company—edited, designed, and created video content with weekly reach of 200K+.
 - Collaborated with cross-functional team of up to 20 (graphic designers, directors, producers).
 - Edited narrative, promotional, and educational content.
- Lead motion designer for live events averaging 500+ attendees and live streamed to 1K+.
- Budgeted hours, cost, and schedule in pre-production for over 50+ projects.
 - Average budget/project of ~\$10K.
 - Communicated to Director-level executives production must-haves to achieve desired result in post.
- Optimized workflow of company's post-production process
 - Managed equipment, computers, media storage with CatDV
 - Ingested 10+ hours of media weekly, created proxies daily, archived and logged footage to LTO tapes.

EDUCATION & INTERNSHIPS

- **Savannah College of Art & Design**
(IN PROGRESS) B.F.A. IN MOTION MEDIA DESIGN / ATLANTA
AWARDED FULL TUITION SCHOLARSHIP WORTH \$54K YEARLY
2018-PRESENT
- **Chemeketa Community College**
A.A. IN VISUAL COMMUNICATIONS / SALEM, OR
2011 - 2013
- **Bethel School of Ministry**
INTERNSHIP / REDDING, CA
2017

STRENGTHS

- Strong Work Ethic
- Team-oriented
- Problem Solving
- Developing Creative
- Social Media Content
- Animation

ENTREPRENEURSHIP

FREELANCE

POST-PRODUCTION

June 2017 - Current

- Freelance business aimed at creating multimedia content through post for brands; Roles have included producing, editing, color grading, motion graphics, visual effects and shooting content.
 - Collaborated with brands and agencies
 - Grew business 75% in 2019 via organic referrals.
- Notable clients included Adobe (8-part tutorial series on Lightroom) and Fossil (product videos for bags and watches).
- Independently led visual effects compositing for \$1M feature film that debuted in theaters April 2019; ('Bright Ones').
- Edited 6 promo videos for game development company with 5.2M monthly active users (KIXEYE: 'War Commander').
- Lead content creator on 100+ e-course videos (500K+ audience) covering personal development, self-help, relationship genres.
 - Content cutting, multi-camera editing, color grading, motion designing, and sound mixing.
- Editor, colorist for 15-second TV ad spot of regional pizza chain.

VOLUNTEER & LEADERSHIP

- **2015, England** - Co-led team of 30 sent to London, England to facilitate youth outreach in community of local ministries.
- **2014, Russia** - Team of 15 sent to St. Petersburg, Russia to develop outreach program in local churches.
- **2011, Mexico** - Team of 20 sent to Ensenada, Mexico, to build a school in underprivileged area

SOFTWARE SKILLS

Premiere Pro ADVANCED	Cinema 4D INTERMEDIATE
After Effects ADVANCED	Media Composer BASIC
Photoshop ADVANCED	Audition ADVANCED
Illustrator INTERMEDIATE	Mocha Pro ADVANCED
Davinci Resolve ADVANCED	XD ADVANCED