

CRAIG STUBING

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SUMMARY

Highly skilled digital media producer with over 12 years of experience in the industry. Proficient in all aspects of video production, including pre-production, filming, and editing, which has led to millions of views for multinational corporations, news organizations, universities, and nonprofits.

SKILLS: Producing, filming (Canon & Sony), video editing, audio editing, interviewing, photography, graphic design

SOFTWARE: Final Cut Pro, Premiere Pro, Motion, After Effects, Audition, Illustrator, Lightroom, Photoshop, InDesign

PROFESSIONAL EXPERIENCE

USC LIBRARIES

Digital Media Producer

LOS ANGELES, CA

October 2022 – Present

Lead the production and post-production for the new Interactive Interviews vertical within the USC Digital Repository.

- Manage video production during video shoots, including video, audio, and lighting
- Build and maintain inventory of production equipment for Proto holographic displays
- Work with clients to write interview scripts, planning production schedules, and determine video answer clipping
- Establish the post-production workflows to prepare transcripts for Avaamo conversational AI platform
- Grow number of clients through creation of marketing flyers and brochures and updating website

FREELANCE

Filmmaker

LOS ANGELES, CA

January 2006 – Present

Produce videos for clients including UPS, NOWNESS, Insulet, KABOOM!, Facing History and Ourselves, and Teen Masters.

INVISIBLE PEOPLE

Managing Producer

LOS ANGELES, CA

April 2022 – September 2022

Set the video vision and strategy for the homelessness nonprofit with the nation's largest digital reach, growing our YouTube channel by over five million views per month and two million views per month on social media.

- Recruited and managed multiple videographers and video editors, increasing posts by 7x
- Completed 12-week immersive Channel Jumpstart YouTube training program and implemented data analytics techniques to grow channel views by 10x

USC U.S.-CHINA INSTITUTE

Multimedia Editor

LOS ANGELES, CA

June 2010 – April 2022

Led video production of over 700 videos, growing YouTube channel to over 8k hours watch time per week. Filmed and edited 12-part historical documentary series with over 50 million broadcast views.

- Developed brand identity and awareness, as well as content creation in multiple mediums (website, social media, email)
- Drove cohesive brand strategy, vision, and content across website, social media, video, and email marketing efforts
- Published internal marketing reports with custom targets and weekly traffic breakdowns by source
- Created and distributed email campaigns, leading to 100% increase in engagement and open rates
- Produced two different audio podcasts, increasing listenership by 20x

LEADERSHIP EXPERIENCE

BETA CELL FOUNDATION

Founder

LOS ANGELES, CA

December 2019 – Present

- Direct volunteers in creating community resources, including community events, research, and online education
- Design mobile applications and recruit and manage designers and programmers to execute
- Build and maintain website that includes events calendar, knowledge base, various content types, and store
- Represent organization on the World Health Organization Diabetes Compact

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Cinematic Arts Critical Studies. Bachelor of Arts

LOS ANGELES, CA

2010