



JAY CARPIO

VIDEOGRAPHER / MOTION GRAPHICS

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805.216.3337

I AM

a professional videographer and motion graphics artist who is passionate about this craft and everything that goes with it.

I have 10+ years of experience working with different types of projects utilizing everything I've learned and at the same time learning new techniques to better myself and grow even further.

PROFICIENT IN

Adobe After Effects, Adobe Premiere, Adobe Photoshop, Element 3D and DaVinci Resolve

Cinematography, Video Editing, Color Grading, Motion Graphics and Animation, Storyboarding

EXPERIENCE

MAY 2017 - PRESENT

SEMA | DIAMOND BAR, CA

VIDEOGRAPHER | EDITOR | MOTION GRAPHICS | SOCIAL MEDIA CONTENT MANAGER

Event videographer and lead editor for all SEMA events.

Created promotional videos for various SEMA campaigns including filming, editing and final production of video assets.

Worked closely with stakeholders to capture the company's vision and produce very high-quality content for social media, marketing, and advertising.

Produced and various sizzle reels for the SEMA Show held annually at the Las Vegas Convention Center.

Developed and produced documentary-style videos featuring car builders, enthusiasts, and manufacturers to promote the SEMA Show.

Traveled on location to film special events all over the United States.

Created motion graphic elements for various videos.

MAY 2017 - PRESENT

COLD STEEL | VENTURA, CA

VIDEOGRAPHER | EDITOR | MOTION GRAPHICS | SOCIAL MEDIA CONTENT MANAGER

Lead motion graphics artist and editor for all of Cold Steel's promotional videos, commercials, assets, events and social media content.

Design and develop infographics, titling and special effects.

Responsible for content conceptualization and delivery of final product.

Produce and manage creation of all branded content and advertisements, including several television commercials and "Proof" product testing video series.

Serve as community manager and content creator for all of brand's social media platforms- including doubling brand's YouTube subscribers from 270K subscribers to 540K subscribers, adding Instagram subscribers from 160k to 168K

Launch and promote new products on the brand's e-commerce site (ColdSteel.com).

Handled cross-platform advertising opportunities and social media promotions to increase brand awareness and sales of products. Most recently created cross promotion with Death Wish Coffee.

Manage creation of content, brand messaging guidelines, and analytics reporting for all social media platforms (Twitter, Facebook, Instagram, YouTube) and their implementation.

Create CEO's personal website and develop CEO's brand identity, separate from that of the Cold Steel brand.

Read trade journals and professional literature to stay informed on trends, innovations, and changes that affect media planning.

Write and prepare information for media kits, and develop blog posts for company website.

OCTOBER 2015 - MAY 2017

THE STUDIO WLW LLC | NEWBURY PARK, CA

VIDEOGRAPHER | EDITOR | MOTION GRAPHICS

Lead videographer and motion graphic artist for all of the agency's video projects.

Supervised photoshoots, product shots for various companies utilizing videography, photography, lighting and composition.

Worked with different clients such as the City of Agoura Hills, Taste of Conejo, and 40 under 40.

Designed and developed motion graphic marketing ads for various clients used for their social media platform such as Youtube, Instagram, and Facebook.

EXPERIENCE CONT'D

OCTOBER 2006 - PRESENT

FREELANCE CONTENT CREATOR

VIDEOGRAPHER | EDITOR | MOTION GRAPHICS

Designed and Produced Motion Graphics Reel for SEMA for the TheSemaShow and Sema Show Ignited.

Filmed, directed and edited promotional marketing video footage for Kallpod used on their website and social media outlets.

Filmed, directed and designed numerous music and promotional videos for an indie band called Dankrupt.

Produced and designed numerous marketing and social media videos for Vaping Ape.

Filmed and edited aerial drone footage for a promotional video for Dancing with the Stars.

Filmed and edited "Behind the Scenes" footage for the Malibu Guitar Festival.

Collaborate with LG and Joseph Gordon Leavitt's HITRECORD campaign.

EDUCATION

2002- 2006

MOORPARK COLLEGE

VISUAL LAYOUTS & COMPOSITION

DESIGN

VIDEO PRODUCTION

2002- 2011

VARIOUS

Attended various workshops and seminars for photography, video production and motion graphics.

AWARDS & CERTIFICATIONS

GOOGLE AdWords Certified

Google Video AdWords Certified

Video of the day at votiveearth.com