



Isaac Frans

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Digital storyteller with experience in video production who works efficiently and meets tight deadlines.

Trusted creator who is self-motivated, a quick learner, and collaborates in a team environment.

Articulate communicator who excels at translating complex concepts into visual realities with over 31 million views on social media.

Skills

Photography | Video Production | Collaboration | Adaptability | Storytelling | Project Management | Data Analysis
Adobe Suite | Script Writing | Social Media | Audio Recording | Motion Graphics | Video Editing | Accessibility

Experience

Valnet Inc. | Remote | Montreal, Canada | **CREATIVE LEAD**

January 2022 – June 2023

Promoted to produce projects from script to final edit, and assisted in setting visual branding style across multiple social media platforms and websites (Youtube, Facebook and TikTok)

- Masterminded music, graphics, sourcing of materials, closed captioning, voice over, scriptwriting and editing of projects to ensure the finished products are delivered at the highest quality and on time
- Lead the training & development of newly hired writers, video editors & voiceover artists; by developing materials, leading training sessions, & mentoring new hires
- Garnered over 31 million views, increased average watch times, and had 97% like rate.

Minnesota Zoo | Golden Valley, Minnesota | **VIDEOGRAPHER**

March 2020 – January 2021

Lead the capturing, directing, and editing of compelling video content to promote and enhance the zoo's events and initiatives amidst the challenges posed by the COVID-19 pandemic

- Directed and edited an advertisement for the MN Zoo's drive-thru 'Beastly Boulevard' event, effectively showcasing the unique experience and attracting a significant audience
- Edited the virtual video guide book for the 'Beastly Boulevard' event, reaching and engaging thousands of viewers during the event's sold-out run
- Created a stock of images and videos for social media platforms, enabling the Minnesota Zoo to consistently share captivating visual content with its online audience

Selected Student Films

The Pipe Carriers | Short Documentary | **Director, Cinematographer & Editor** March 2018 – January 2020

Accumulated over 40 hours of footage of Native American family's journey in one of the most unique urban Native American communities and edited it into a 12 minute documentary

Two Drink Minimum | Short Documentary | **Director, Cinematographer & Editor** November 2017 – December 2017

A behind the scene look of a group of NYC improv performers who have a monthly successful live show

Additional Experience

Photography Teacher, Seattle Photography Group | Seattle, WA August 2021 – December 2021
Freelance Videographer & Video Editor, MN Sierra Club | Minneapolis, MN March 2021 – July 2021
Script Supervisor, "Squeak" (Student Film) | New York, NY (*IMDB credit*) December 2018
Production Assistant, "Small Self" (Short Film) | Minneapolis, MN (*IMDB credit*) June 2017
Student Camera Operator, Rebel Films | New York, NY (*IMDB credit*) November 2015

Education

Bachelor of Fine Art in Film & Television | Tisch School of the Arts, New York University | New York, NY May, 2020