



Ian Applegate

Senior Video Producer | [View Portfolio](#)

New Haven, CT
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EXPERIENCE

WSP USA Inc, New York — *Senior Video Producer*

June 2016 - December 2023

- Strategized long-term business needs and drove feedback for process improvements.
- Directed the production crew in a variety of settings including studio and remote locations.
- Produced live broadcasts of important internal company webinars to an audience of over 6,000 employees.
- Coordinated and supervised drone operations with federal clients for the purpose of planning public projects with visualizations.
- Managed multiple simultaneous projects while ensuring tight deadlines were met.
- Supervised post-production activities such as color correction, audio mixing, motion graphics design, and animation work.

City of New Haven, Connecticut — *Social Media Content Creator*

September 2014 - June 2016

- Optimized content for InfoNewHaven as content creator for Town Green District Services.
- Managed user experience and solved coding issues.
- Reviewed user feedback and comments to improve content quality for InfoNewHaven.
- Used social media to engage residents, respond to questions and promote city initiatives.
- Researched social media and digital content trends to engage on trending topics and share best practices.
- Monitored analytics and metrics to evaluate performance.

Yale Corporation, New Haven — *Video Producer*

June 2014 - June 2016

- Produced a series of videos for Yale University for social media, in addition to a 30-second commercial which aired in 2014 on national television (Tennis Channel).
- Provided design and content support to Yale Corporation's "The Shops at Yale" retail promotion website.

PROVEN SKILLS

- *Project Management*
- *Storyboarding*
- *Production*
- *Animation*
- *Webcasting*
- *Budget Development*
- *Lighting & Sound*
- *Negotiating Contracts*
- *Concept Development*

Experience working with key stakeholders and state agencies for videos related to proposals, public information, and project documentation.

SOFTWARE PROFICIENCY

- *Final Cut Pro*
- *Premiere*
- *Photoshop*
- *After Effects*
- *InDesign*
- *Illustrator*
- *AI / LLM Integration*
- *HTML / CSS / Javascript*
- *Python*
- *FTP / Apache*

CERTIFICATIONS

Part 107 Certified Drone Pilot

