

ZACH STORER

MEDIA PRODUCER

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I'm a multidisciplinary media producer and visual storyteller with 16+ years of experience across branded content, digital & social media, television, and film. My expertise spans creative development, writing, directing, cinematography, editing, and social content strategy, allowing me to shape both the story and its visual execution. I combine a strong visual eye with hands-on technical expertise to create polished, purposeful content built around a brand's message and audience. Whether working independently or leading a team, I manage projects from initial concept through final delivery, balancing creative ambition with practical business needs.

WORK EXPERIENCE

2014 - PRESENT



MEDIA PRODUCER FREELANCE

- Develop creative concepts, stories, and written content that communicate a brand's message and connect with its intended audience.
- Produce, direct, film, and edit promotional and branded videos for businesses, organizations, and digital platforms.
- Manage projects from concept through final delivery, coordinating production schedules, crew needs, equipment, and post-production.
- Lead production teams and direct shoots, bringing creative direction and hands-on camera and lighting expertise to each project.
- Work independently or collaborate with larger teams, adapting the production approach to each project's scope, resources, and creative goals.
- Produced, filmed, and edited broadcast, branded, and digital content for national networks, recording artists, podcasts, and businesses, including Discovery, Food Network, HGTV, Virgin Records, Modest Mouse, Grande Innovation Academy, Brooklyn Film Camera, and More.

2022 - 2026



SOCIAL MEDIA PRODUCER & CONTENT STRATEGIST ANIMAL PEOPLE LLC

- Develop and execute social content strategy that communicates Animal People's mission, promotes its services, and connects with its audience.
- Produce, film, and edit educational and promotional content showcasing animals, programs, and events.
- Manage content planning and publishing, maintaining a consistent brand voice and visual identity across the organization's social media presence.
- Analyze content performance and audience engagement across social media platforms, using those insights to refine content strategy, guide creative decisions, and identify opportunities to expand reach.

2010 - PRESENT



VIDEOGRAPHER / CINEMATOGRAPHER FREELANCE

- Capture footage for branded content, television, film, and digital media, using composition, lens selection, and camera movement to support the story and creative direction.
- Design and execute lighting setups using natural and artificial light, shaping contrast, depth, and mood while maintaining consistent exposure and color.
- Operate professional camera, lens, and stabilization systems, applying extensive equipment knowledge to adapt to different locations, production requirements, and shooting conditions.
- Lead and coordinate camera and lighting departments, collaborating with directors, producers, and crews to deliver strong visual results under tight production schedules.
- Provided cinematography and camera operation for Disney, FOX, NBC, ABC, CBS, ESPN, Netflix, HBO, Paramount, Warner Bros., Universal, Amazon, Hulu, NatGeo, Discovery, Food Network, Travel Channel, HGTV, A&E, TLC, Comedy Central, E!, MTV, VH1, Bravo, truTV, SYFY, History, Animal Planet, CMT, Lifetime, Nickelodeon, Dickhouse, Facebook, and MotorTrend.

2010 - PRESENT



VIDEO EDITOR FREELANCE

- Edit branded, promotional, and digital videos using Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, and CapCut, shaping footage into clear, engaging stories.
- Create, manipulate, position, and animate graphics, titles, and visual elements using Adobe After Effects and Photoshop to support storytelling and brand identity.
- Apply color correction, grading, and sound integration to deliver polished content, managing revisions and post-production timelines to meet project deadlines.
- Edit and enhance photography using Adobe Lightroom and VSCO, creating cohesive visual assets for video, web, and social media.

EDUCATION

2007 - 2010



BACHELOR OF SCIENCE IN FILM DEGREE PROGRAM FULL SAIL UNIVERSITY

CORE SKILLS

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CERTIFICATIONS



CORE SKILLS

Concept Development & Writing · Video Production · Cinematography & Lighting · Video Editing & Color Grading · Social Content Strategy & Analytics · Production Equipment Management

SOFTWARE

Adobe Premiere Pro · After Effects · Photoshop · Lightroom · DaVinci Resolve · Final Cut Pro · VSCO

CERTIFICATIONS

FAA Part 107 - Remote Pilot Certification · HubSpot Academy - Social Media Marketing Certification