

# GEOFFREY PRATHER

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## PROFESSIONAL SUMMARY

Innovative Video Producer with nine years of experience in all aspects of video production. Visionary creator, editor and storyteller with demonstrated ability to take an idea from concept to delivery to produce entertaining and inspiring pieces. Collaborative in working closely with strategic and creative teams to develop and produce quality video content. Expertise in preproduction logistics, planning, production, custom graphics composition, special effects and asset management.

## WORK HISTORY

Yogaworks Inc., Culver City, CA  
Producer/Editor | 07/2013 - Current

- Responsible for all aspects of production for all 1,300 classes on MyYogaWorks.com. Uses analytics to determine what classes should be filmed.
- Edits online, marketing and promotional content and coordinates with licensors to ensure their specifications were met.
- Exclusive talent booker and person in charge of all aspects of production and finance.
- Procures production equipment from rental houses and works with company's counsel to provide proof of liability insurance.
- Helps devise campaigns with marketing team that bolster brand recognition and impart the message of yoga.
- In-house photographer for all printed, website and social media collateral starting in 2017.

Freelance, Los Angeles, CA  
Script Reader | 08/2011 - 06/2017

- Provided extensive feedback to studios and writers about what aspects of their scripts worked and areas for improvement.
- Participated in development meetings to discuss potential success of producing each script and highlighted key strengths and weaknesses.
- Met with writers in person and over the phone to answer their questions about the feedback and offer more insight.

Musician, Los Angeles, CA  
Songwriter/Sound Engineer/Producer | 06/2006 - Current

- Written and produced over 40 songs available on multiple platforms.
- Scored short films and mixed and mastered for delivery.
- Vocalist, guitarist and synth player for bands Orion, Sharks and Stripes and A Darker Bright.
- Music on Spotify for *A Darker Bright* and *Sharks and Stripes*.

## SKILLS

- Digital video production process
- Creative Writing
- Copywriting
- Photography
- Adobe Creative Suite
- Logic Pro X
- Pro Tools
- Audio Engineering
- Audio Mixing
- Audio Mastering
- FinalCutProX
- Adobe Premiere
- Avid Media Composer
- Waves Mercury Bundle
- Content development
- Social media
- Field production
- Proofreading
- Schedule management
- Processing payments
- Relationship building
- Marketing and advertising
- Copywriting

## EDUCATION

Chapman University  
Orange, CA 2008

Master of Arts: Screenwriting

- Graduated magna cum laude.
- Thesis: Still Fighting It.

Towson University  
Baltimore, MD 2006

Bachelor of Arts: Film And Video Production

- Member of Towson University's Honors College.
- Graduated cum laude.