

BEVAN BELL

DIRECTOR OF PHOTOGRAPHY & VIDEO
SENIOR CREATIVE PRODUCER

CONTACT

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PROFILE

An adventurous storyteller and Emmy Award-winning PBS documentary filmmaker with 20+ years diverse experience, supporting iconic brands that include McKesson, Yahoo!, Hewlett-Packard, Apple, and Reading Rainbow. With a sharp eye for innovation, collaborative style, and natural rhythm I find creative ways to tell stories that deliver on brand strategy while maintaining narrative strength. An expert in video and post-production, solving complex production workflows with ingenuity is my passion.

PROFICIENCIES

- 20 years production/post experience
- 5+ years team management/coaching
- Narrative/documentary development
- Multi-media design/motion graphics
- Oversee high-volume workflows
- Deliver videos at scale, cost effectively
- Extensive foreign production travel

ACHIEVEMENTS

Led brand video operations for a global Fortune 7 company.

Built in-house video department from the ground up for Tom Siebel's AI company.

Director of Photography/editor for an Emmy Award-winning PBS documentary.

Self-produced festival-winning documentary feature on Mt. Kilimanjaro.

Director of Photography for record-breaking Reading Rainbow Kickstarter.

Fan re-cut of the 2016 Ghostbusters trailer that led Sony to revise marketing.

WORK EXPERIENCE

C3.AI | REDWOOD CITY, CA

DIRECTOR OF PHOTOGRAPHY AND VIDEO | JUNE - DECEMBER 2019

Built an in-house video department from the ground up for an AI technology company on the Forbes Cloud 100 preparing for IPO. Provided leadership and creative guidance for website re-brand, sales, and employee engagement.

- Translated complex, technical information into high-quality videos that demonstrated the company's impact and increased brand's equity. After website re-brand, C3 partnered with two Fortune 500 companies.
- Overhauled and re-branded more than 140 marketing videos with a trained eye for artistic quality and motion graphic design.
- Strengthened the start-up employer's brand with content that educates, motivates, and inspires employees while substantially increasing engagement on LinkedIn and Glassdoor.

MCKESSON CORPORATION | SAN FRANCISCO, CA

DIRECTOR OF VIDEO MEDIA | 2017 - 2019

Oversaw video and photography concept development, production, and budget for product launches, seasonal campaigns, and special projects at the nation's largest healthcare company. Collaborated cross-departmentally to conceptualize and execute engaging video content for 80,000 employees.

- Directed and produced unique visual content that resulted in a 260% increase in social engagement.
- Championed new approach to employee training and executive communications by creating visual content in multiple modalities including 2D animation and motion graphic design.
- Spearheaded department expansion to include brand still photography avoiding \$250k+ in agency fees annually.
- Pioneered video training program to increase proficiencies.
- Amplified seasonal campaigns by discovering and producing memorable people stories in 10 global cities, saving \$150k.

TECHNICAL

- Script Writing
- Cinematography
- Digital Imaging Technician
- Finishing Editor
- Color Grading
- Audio Edit and Mix
- Sound Design
- Lighting Design and Gaffing
- Live Broadcast
- Technical Direction
- Multi-Camera

POST

- Premiere Pro
- After Effects
- Photoshop
- Lightroom
- Audition
- Final Cut Pro X
- Avid & more

VIDEO

- Sony FS7, FS5, F55, AR7, AS7
- Canon C300, C100, C500, 5Dmkii, 6Dmkii
- Arri Alexa
- Panasonic Varicam
- Red Cameras

VERTICALS

- Technology
- Healthcare
- Retail
- Commercial
- Finance
- Entertainment

AWARDS

Documentary Awards:

- 2017 Jefferson State Festival
- 2016 Northern California Emmy
- 2016 Chagrin Documentary Festival

Narrative Awards:

- 2007 Grand Prize winner 48-hour Film Festival Visa Invitational
- 2005 Best Indie Auteur Award Barebones Film Festival

EDUCATION

University of Memphis 1988 - 1989

Northwest Mississippi Community College
AA, Radio and Television Broadcasting
Technology

EXPERIENCE CONTINUED

FREELANCE | LOS ANGELES, CA

FILMMAKER, CREATIVE DIRECTOR, DIRECTOR, DIRECTOR OF PHOTOGRAPHY,
SENIOR EDITOR, PRODUCER, WRITER / 2011 - 2017

Often referred to as a “human swiss-army knife” for the ability to lead every aspect of the creative video process from concept to completion. Experienced in corporate, commercial, documentary, entertainment, film, and news production. Featured clients include: *Reading Rainbow, Conde Nast, LS&Co., Dial, Combat, UCLA Mattel Children's Hospital, Toyota, Hewlett-Packard, Yahoo!, Raytheon, Dun & Bradstreet, State Farm, Michelin, Subaru, Kelly-Moore, Valspar, Wilson HCG, Chevron, ESPN*, and many more.

- Conceptualize, direct, and produce original branded content.
- Write film treatments and pitch to brand partners/investors.
- Curate, hire, and inspire a diverse team of creatives.
- Oversee concept and creative development of high-volume workflows.
- Ensure overall quality control and client satisfaction.

BEYOND PIX STUDIOS | SAN FRANCISCO, CA

CREATIVE SERVICES PRODUCER & DIRECTOR / 2009 - 2011
HEAD OF POST-PRODUCTION / 2007 - 2011

Pioneered Creative Services department at one of the Bay Area’s biggest full-service production companies. Outstanding track record of promotion from photographer to head of post-production to creative services lead.

- Managed projects valued from \$10k - \$1M+ from concept to completion including creative direction, client management, team leadership, budget control, production/post supervision, and deadline-driven delivery.
- Hire, coordinate, and manage a diverse team of creatives internally and externally from pre-production to final product.
- Director/Director of Photography for high-end clients.
- Served as lead editor, colorist, and broadcast quality control for Telly-Award winning PBS financial series MoneyTrack.

WREG-TV (NEW YORK TIMES BROADCAST) | MEMPHIS, TN
NEWS PHOTOGRAPHER & EDITOR / 1996 - 2006