



MICHAEL TOLBERT FILM/PHOTOGRAPHY/MULTIMEDIA

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Skills

- Proven ability to build a brand.
- Innovative and self-motivated.
- Expert at writing press releases.
- Trained in AP Style.
- Skilled in operating multimedia productions.
- Fluent in Photoshop, Illustrator, Premiere Pro, and Final Cut.
- Fluent in Microsoft Office.
- Social Media guru, versed in Facebook, Twitter, Instagram, and Wordpress.
- Location scout manager for film and photography productions.

Portfolio

Design - Graphic and Web Design
Photography - Event, Family, Landscape, Portrait
Video - Documentary, Interview, Narrative
Writing - AP Style, Editorials, News Releases

Accomplishments / Awards

Magellan Scholars
 Magellan Mini Grant to cover expenses affiliated with The Gullah Project.

University of South Carolina Student Ad Federation
 Creative Excellence in the 2015 Student Ad Show featuring a Doritos Commercial

Education

Bachelors of Arts in Journalism and Mass Communications
 University of South Carolina
 August 2013 to May 2016

Associates in Arts
 Piedmont Technical College
 August 2007 to December 2009

References

References will be provided upon request.

Objective

Experienced and accomplished in brand management, social media, marketing and public outreach. Dedicated and motivated in the world of visual communications, film, photography, and creative branding.

Work History

Carolina Film Network – Creative Director
 May 2016 to present

- Designed logo for branding.
- Developed social media presence.
- Developed multiple series to engage audiences and bring in more consumers.
- Promoted all events associated with Carolina Film Network.
- Designed the official webpage www.carolinafilmnetwork.org.

**The Gullah Project - Social Media Coordinator/
 Production Assistant/Webmaster**

McGill Media, The Gullah Project
 May 2014 to September 2016

- Awarded the Magellan Mini Grant to cover my personal travel expenses during filming.
- Presenter at Discovery Day 2015, which showcases students' scholarly pursuits in and out of the classroom.
- Presented at School of Journalism and Mass Communications Research Roundtable Series.
- Responsible for networking with relevant and informative blogs to promote the film.
- Manage and engage through social media outlets such as Facebook and Twitter.
- Transcribed and catalog film footage.
- Write and publish articles for project newsfeed.
- Fact checked sources before publication.
- Responsible for documentation per contractual agreements.
- Track equipment inventory.
- Film shot with Canon 5D mark iii.
- Ran errands for the director.
- Designed the official webpage www.thegullahproject.org.

Wood: A Family Affair - Director and Producer

Operation Adventure
 April 2015

- Directed, filmed, produced, and edited.
- Film shot with Canon 5D mark iii.
- Built and maintained social media presence for film.
- Designed and developed official webpage www.kinardlogging.com.

Operation Adventure - Multimedia Producer

Operation Adventure
 April 2011 to Present

- Successfully produced documentary and multimedia series.
- Determined destinations, filmed while in transit and upon arrival.
- Provided voiceovers and narration.
- Hosted and presented various series.
- Conducted interviews with video subjects.
- Edited and published via www.operationadventure.org.