



MICHAEL TOLBERT FILM/PHOTOGRAPHY/MULTIMEDIA

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Skills

- Accomplished entrepreneur, filmmaker, and photojournalist.
- 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

Samples will be provided upon request.

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.carolinafilmmnetwork.org.

Alienography - Executive Director

Picture Media Group

September 2015 to present

- Wrote, produced, and starred in feature film.
- Hosted casting call, specked and secured locations, and coordinated production schedules.
- Storyboard film, organized shot list, and cataloged the film footage.
- Social media specialist promoting through Facebook, Twitter, and Instagram.
- Produced and hosted promotional podcast series.
- Shot with Canon T3i and T5i.
- Built and operate www.alienographythefilm.com.

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 - Founder, Director, 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.