

Todd Kelley

Design & Video Specialist

Work Experience

ServiceNow

Video + e-Learning Content Developer | 2019 – Present

I am part of the Sale Enablement Team developing internal instructional sales content. We schedule, shoot and edit videos for internal sales distribution, and C-Level communications to the workforce as well as develop e-learning courses for product refreshes and online sales training.

ARC Document Solutions

Video Marketing Specialist | 2009 – 2018

I was hired to help build a video and motion graphics wing of the marketing team. I traveled extensively shooting/editing customer testimonials, products and services promotional videos and created motion graphics for presentations, product videos, the web and email campaigns.

Documentum

Marketing Content Developer | 2007 – 2009

Designed and coded micro-sites and email templates for campaigns and focused promotions. Worked closely with Marketing to translate printed materials motion graphics for websites and ad campaign.

General Dynamics

Design, Presentations & Proposals | 2006 – 2007

I managed the internal design studio to handle shooting company events, providing web streams, taking official passport photos and visually cataloging damaged hardware for company records. I was part of the Proposal Teams to help ensure all strict proposal guidelines were being met.

Marimba

Design, Presentations & Proposals | 2000 – 2001

Hand-picked by the VP of Corporate Marketing to create and manage corporate assets. I became influential in the rebranding of the company in preparation for IPO. Designed and restructured the company intranet to give the Sales Team quick and easy access to presentations, data-sheets and product brochures.

Cadence Design Systems

Executive Presentation Specialist | 1996 – 2001

hired by Cadence to help rebrand/update their suite of Presentations. I created the company Intranet for easy access to sales materials and presentations. Worked with the executives to build custom presentations for talks with international clients and strategic partners.

Weapons of choice

Final Cut Pro/Motion
After Effects/Premier
Phototshop
Illustrator
After Effects
PowerPoint
Keynote
RISE 360
Storyline 360
Wordpress

Skills that pay the bills

Video recording
Video editing
Motion Graphics
Presentations
Typography
eLearning Dev.
Audio/Sound
Lighting

Education

San Jose State

Radio, Television + Film
1988 – 1994

References available