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Dear VCU Enterprise Marketing and Communications Team,

I am excited to express my interest in the Videographer/Editor position with VCU's Enterprise Marketing and Communications division. With over a decade of experience in video production and digital content creation, I am confident in my ability to contribute to your mission of creating video content that inspire viewers to connect with the VCU brand. I am currently based in Brooklyn, NY but am planning to relocate to Richmond with my family, making me immediately available to join your team on-site.

My career has equipped me with comprehensive expertise across all phases of video production - from conception to finished product. As a director of photography for Condé Nast, I've demonstrated expert camera operating and lighting ability across studio, internal, and external environments, creating engaging content for prestigious brands including Vogue, GQ, and Bon Appétit. These videos have generated over 300 million views across various digital platforms, showcasing my ability to produce high-impact video content that resonates with diverse audiences while maintaining brand consistency.

My post-production proficiency includes mastery of Adobe Creative Suite, particularly Premiere Pro and After Effects, as well as experience with DaVinci Resolve. As an Adjunct Faculty member at NYU, I taught technical Adobe software workshops to university students and faculty, as well as an intensive summer filmmaking workshop for high school students, demonstrating my ability to collaborate effectively with diverse academic communities.

Working on HBO's award-winning documentary series "Jerrod Carmichael Reality Show," I excelled at navigating rapidly changing schedules with high-profile talent, showcasing my ability to think outside the box while delivering intimate, compelling content that maintains professional excellence. This experience, combined with my successful track record managing relationships with clients and collaborators at all levels, demonstrates my ability to create gorgeous visuals and important stories under pressure while meeting strategic goals.

My work spans a broad spectrum, from shooting for premium TV shows like Paramount's "Couples Therapy" to producing high-quality commercials for local businesses with constrained budgets. Working across such diverse projects has honed my adaptability and resourcefulness, enabling me to deliver high-quality content efficiently while managing multiple projects and maintaining meticulous attention to detail. I am well-versed in various types of broadcast, cinema, ENG, and mirrorless/DSLR cameras, and maintain excellent digital media file management practices.

My combination of hands-on production experience, editing and technical expertise, and proven ability to create compelling content across diverse styles uniquely positions me to contribute to VCU's video storytelling. I am excited about the opportunity to help advance the VCU brand by creating impactful visual content that resonates with students, faculty, and audiences both locally and globally.

Thank you for your consideration. I look forward to discussing how my skills and experience can contribute to VCU's Enterprise Marketing and Communications team.

Sincerely,
Joel Kingsbury