

## Daniel Starke

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### **Creative Video Production Manager | Strategic Storytelling for Brand Growth**

My work centers on creating video content to build trust, highlight authentic stories, and connect people to an organization's mission.

**February 2020 – Present: Video Producer, Moody Bible Institute, Chicago, IL** - Lead video production for recruitment, fundraising, and executive communication. Handle projects from concept to final edit, leading a team of freelancers to create content for web, social media, and marketing campaigns.

- Produce 100+ videos per year for donor campaigns, student recruitment, and executive communications.
- Organized and implemented the department's first video style guide and production workflow, standardizing quality across all video content.
- Direct executive leadership video projects supporting major fundraising and public relations campaigns.
- Manage freelancer contracts and project budgets, delivering all projects on time and within budget.
- Upgraded video equipment and streamlined production processes to increase in-house capabilities.

**January 2018 – December 2023: Owner, Parable House LLC, Chicago, IL** - Operated Parable House LLC, a video company specializing in cinematic wedding films. Managed all phases of event video production, from planning through editing and delivery. Built the brand identity, advertising strategies, and customer service workflows that allowed business growth and client satisfaction.

- Grew client base from downtown Chicago into the surrounding suburbs through referrals.
- Created a customer service process that simplified communication and delivery.
- Produced and edited over 50 wedding films, meeting tight deadlines with personalized, cinematic storytelling.
- Delivered 100% of projects on time while managing all creative and business operations as a solo entrepreneur.

**February 2018 – April 2019: Visual Arts Coordinator, Doxology, Fort Worth, TX** - Created video content for Sunday services and events at Doxology. Filmed testimonials, edited videos, and managed production equipment while working with the creative team.

- Filmed and edited weekly testimonial videos for Sunday services.
- Created promotional videos and highlight reels for church events.
- Maintained video equipment and coordinated shooting schedules.
- Delivered high-quality projects on tight timelines.

### Education

Bachelor of Arts in Digital Film and Production - Art Institute of Tucson, 2014

### Skills

Software - Adobe Premiere Pro | After Effects | Davinci Resolve | Photoshop

Production - DSLR/Cinema Sony Cameras | Professional Lighting | Audio Recording & Editing

Management - Project Budget Management (\$100-\$10k range) | Project Timeline Management | Client Relations