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# JOSHUA SIGMUND KRATCHMAN

Animation portfolio: <https://www.joshuask.com/cv>

Video portfolio: <https://www.joshuask.com/provideo>

- Passionate storyteller with 20+ years' experience in video production, animation, graphic design, creative writing and songwriting with award-winning portfolio.
- Project-focused entrepreneur with impeccable attention to detail, unmatched organizational skills, and unwavering work ethic under strict deadlines.



## TECHNICAL SKILLS

**Production:** Video editing, Animation (2D & 3D), Motion GFX, Template/MOGRT design, Compositing, Audio production & Sound design, Graphic design, Directing, Script writing/Storyboarding, Pre-production, Filming, Set & Talent management, Codec & File management, Data presentation, Idea generation, Multi-project management, Brand standards compliance.

**Software:** Advanced expertise with Adobe CC (Premiere Pro, After Effects, Illustrator, Photoshop, Character Animator, Audition), Industry-standard plug-ins (Red Giant, Mocha, BCC, etc.), Cinema4D, Blender, Pro Tools, Logic, Final Cut Pro, Microsoft Office Suite (Word, Excel, PowerPoint), Mac & PC, Bloomberg Terminal, MRC, HTML, Java, other scripting and automation languages, AutoHotKey, ChatGPT, Claude, Gemini.

**Musical:** Proficient to professional on all rock instruments, music theory, audio recording, composition, arrangement and production.

**Languages:** English (fluent), Hebrew (conversational), Spanish (conversational).

## APPLICABLE EXPERIENCE

**Bloomberg L.P.**, New York City, NY

*2022-Present*

### Video Producer

- **End-to-End Production:** Owns complete video production lifecycle from concept through final delivery—proposing, researching, scripting, filming, directing, editing and producing promotional content for Bloomberg Television programming, live events, interviews, and explainers. Collaborates with global editorial producers to translate evolving news coverage into compelling on-air and digital assets.
- **Video Editing & Motion Graphics:** Advanced proficiency across Adobe Creative Suite (Premiere, After Effects, Photoshop, Illustrator, Audition, Media Encoder, Character Animator). Manages seamless integration of video, audio and motion graphics while maintaining brand guidelines and design standards. Specializes in blending narrated and talent-on-camera video with animated elements and meticulous attention to color management and audio production.
- **Cross-Platform Content Strategy:** Develops promotional assets optimized for Bloomberg's global media ecosystem spanning television, digital, and live event platforms. Ensures content adapts effectively across multiple distribution channels while maintaining consistent messaging. Responsible for millions of views across broadcast, digital, partner and live platforms.
- **Technical Workflow Management:** Streamlines production processes by writing custom workflow scripts and automations across editing software, newsroom programs, and distribution tools to increase productivity and optimize time management.
- **Proactive Creative Leadership:** Consistently pitches original ideas and brings creative expertise to elevate network content. Stays current on industry trends in video, animation and promotional styles to keep Bloomberg's output cutting-edge. Acts as a self-starter capable of working independently while seamlessly integrating into team-based campaigns.
- **Fast-Paced News Environment:** Thrives under pressure in a dynamic newsroom, pivoting quickly as news events evolve while maintaining accuracy and attention to detail across multiple concurrent projects. Maintains deep understanding of financial markets, politics, and breaking news. Utilizes Bloomberg Terminal and newsroom tools to stay ahead of coverage priorities and produce timely, relevant content.
- **Collaboration & Recognition:** Partners with design team, show teams, and upper management to expand brand elements for promotional needs. Co-organizes department-wide "Lunch & Learns" to share production knowledge. Honored with Bloomberg's January 2023 "Happy Warrior" award for work quality, dedication, and generosity. Constantly featured on company-wide press releases highlighting the best of Bloomberg Media's recent work.

## L.E.O. Videos, Montclair, NJ

2016-2022

*L.E.O. Videos produces high-end original video, animated, and audio-branding content for law enforcement organizations with a focus on clients' marketing & communication objectives.*

### Founder/Chief Storyteller

- **Operations:** Directed all aspects of daily operations and developed and implemented long-term growth goals.
- **Client Acquisition:** Networked individually and through groups and organizations to court and close clients.
- **Project Management:** Managed multiple projects in various stages of production while meeting all deadlines.
- **Content Creation:** Proposed, scripted, storyboarded, scouted locations, hired crews, filmed, managed lighting, captured live audio, composed soundtracks, animated, designed graphics, and edited all projects.
- **Products Offered:** Videos targeting recruitment, fundraising, awareness and more; service and product spotlights and tutorials; social media commercials; whiteboard explainer videos; full-color 2D & 3D animated videos; logo designs and animations; motion graphics; and original audio-branding soundtracks.
- **Clients:** New Jersey State Policeman's Benevolent Association (PBA), Florida PBA, Police Unity Tour, National Police Foundation, Montclair (NJ) Police Department, Essex County (NJ) PBA Conference.

## Krurapp Communications Inc. (KCI), Teaneck, NJ

2008-2017

### Editor/Managing Editor

- **Production:** Reported directly to publisher assisting in the production of seven monthly full glossy statewide magazines in the fields of law enforcement, the fire service, and primary education.
- **Content creation:** Focused on creativity and reader engagement while booking, mapping, and delegating both editorial and sales-generating content under strict publishing deadlines.
- **Sourcing:** Developed relationships with union leaders, politicians, police and fire chiefs, and school officials.
- **Writing:** Efficiently and proactively sourced and conducted relevant interviews while adding extensive research to create interesting and informative features across a broad range of topics including human interest pieces, profiles, news stories, and events coverage.
- **Management:** Managed a team of writers, copy editors, and graphic artists to meet daily deadlines as well as editorial standards across multiple publications.
- **Editing:** Quickly and meticulously edited incoming stories to suit the style of the publication while maintaining, if not enhancing, the author's original voice.
- **Systemization/Organization:** Proposed, designed, built, and maintained the workflow software that is the core structure of KCI's daily editorial operations that streamlines the production of roughly 150 items per monthly cycle.

## AWARDS

- **Bloomberg L.P.:** Happy Warrior Award ("Be Generous" – January 2023)
- **SENE Film Festival 2017:** Winner Best Music Video – Audience Award ("Come Away With Me")
- **SENE Film Festival 2017:** Honorable Mention Music Video – Jury Award ("Come Away With Me")
- **Bare Bones International Film & Music Festival 2017:** Official Selection ("Come Away With Me")

## EDUCATION

### Rutgers University, New Brunswick, NJ

- **Bachelor of Arts, 2007:** History (GPA 3.71, Concentration in 20<sup>th</sup> century world history), Music (GPA 4.00).
- **Associations:** *The Daily Targum*, Magna Cum Laude, Gamma Sigma Alpha Honors Fraternity, Phi Alpha Theta Honors History Fraternity, MENSA.

## PERSONAL INFORMATION

Extensive travel experience across Australia, the Caribbean (including Cuba), Europe, the Middle East, North America, and Southeast Asia. Adept at immersing into local customs and integrating into social groups with the ability to meet new people and quickly building professional and personal relationships.

Highly engaged in global current events with an in-depth understanding of historical and geopolitical context.