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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, Creative writing, Pre-production, Filming, Set management, Talent management, Codecs & File management, Data distillation, Idea generation, Multi-project management.

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, scripting & AutoHotKey.

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

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

APPLICABLE EXPERIENCE

Bloomberg L.P., New York City, NY

2022-Present

Video Producer

- **Production:** Proposes, researches, scripts and produces topical video promos and packages by interfacing with the news desk and department management. Also specializes in animated explainer videos and longer-form content.
- **Video Editing & Animating:** Advanced technical skills with the Adobe suite including Premiere Pro, After Effects, Photoshop, Illustrator, and Audition. Detail-oriented with a focus on often-overlooked production tasks such as color management and audio production. Knowledge of current design and branding trends.
- **Organization:** Deadline-focused, goal-oriented, and able to manage multiple concurrent projects.
- **Skill Sharing:** Co-organizes department-wide production-focused "Lunch & Learns".
- **Recognition:** Constantly recognized by management and colleagues for quality of work, dedication, and "generosity" (honored with Bloomberg's January 2023 "Happy Warrior" award).

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 20th 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.