



SIDNEY REED

CREATIVE DIRECTOR

📍 Denver, CO
📞 720.207.3068
✉ helloSIDNEYreed@gmail.com
🌐 www.SIDNEYreed.com

ABOUT

Life has taken me on an adventure in all forms of filmmaking and creative design, from working on feature film sets in Los Angeles, to creative corporate videos for Fortune 500 Companies, to working for Microsoft, Uber, and Food Network.

I advanced my craft with a Master's Degree from the Savannah College of Art and Design - one of the top art schools in the country. Then at age 26, I was hired as a professor at the University of Colorado.

I currently work full-time at CEAVCO Audio Visual as their Creative Services Director. In my free time, I build creative business as an entrepreneur and work as a mentor and advisor to various companies.

PAST & CURRENT CLIENTS



WORK EXPERIENCE

CEAVCO AUDIO VISUAL

2016 - present
Denver, CO

Creative Services Director

Managed the Creative Department in providing graphics, marketing, 2D and 3D concept art, videos and interviews, and other design services for corporate and live events. Lead team to increase department profits by 50%, renovated the workflow, and cooperated with Sales, Marketing, and Production teams. Met with clients to determine their needs and provide boutique solutions.

UNIVERSITY OF COLORADO

2016 - present
Denver, CO

Professor of Film & Television Production

Taught various classes, including Advanced Editing Aesthetics, Shooting Actions, Corporate Filming, and Production. Built out the 8-part Fundamentals online video course series for Film 101.

MICROSOFT / UBER

2015 - 2016
Boulder, CO

Lead Videographer & Graphic Designer

Headhunted by Microsoft Bing - Boulder division (later acquired by Uber), to start a Creative/Public Affairs Department from scratch. Met with technology department leads to research, interview, and propose creative ways to present high-level information to Microsoft executives as well as the public. Projects included machine learning, LIDAR vehicles, satellite mapping, and Bing Maps development.

ADT SECURITY

2012-2015
Denver, CO
Savannah, GA
Jacksonville, FL

Creative Sales Representative

Hired to come up with creative ways to recapture customers who left ADT services. Held one-on-one meetings with clients to problem-solve and negotiate a reactivation of their ADT subscription. Reported to multiple nationwide locations.

LIGHTSTREAM PICTURES

2010-2011
Los Angeles, CA

Assistant Producer • Creative Designer

Worked directly under producers Lawrence Inglee (*The Day After Tomorrow*) and Paul Currie (*Hacksaw Ridge*) to secure funding for feature-length films for theatrical release. Responsibilities included meeting with cast, crew, investors, and studios, and creating visual "lookbooks" with concept art, marketing plans, design mockups, etc.

ENTREPRENEURIAL PROJECTS

REAL ESTATE INVESTING

2012 - present
Denver, CO
Savannah, GA

Landlord

Purchased and managed properties in Savannah, GA and Denver, CO. Worked with real estate agents and hard money lenders to own properties and provide creative marketing solutions.

BUSINESS STARTUPS

2015 - present
Denver, CO

Websites • Amazon Distribution • Digital Products

Started or advised on dozens of business startups, ranging from electric bike companies, to eBooks and online courses, to niche authority websites. Interviewed and met with manufacturers in USA and China to negotiate manufacturing costs, shipping and distribution, and marketing tactics. Sold or exited from each startup at a profit.

FUN FACTS

MBTI PERSONALITY TYPE

INTJ - The Mastermind

CURRENT HOBBY

Italian Rapier fencing lessons

CLIENT REFERENCES

JENNY KURZWEIL

Director of Communications & Marketing
SACNAS

jenny@sacnas.org • 831.459.0170

DESHA HOLMES

Events Manager

Charter Communications / Spectrum

desha.holmes@charter.com • 907.301.9002

JEREMY STERN

Executive Director

Crohns & Colitis Foundation

jstern@crohnscolitisfoundation.org •

734.604.2980

EMPLOYER REFERENCES

ERIC NEWKIRK

VP Creative (CEAVCO Audio Visual)

ericnewkirk@ceavco.com • 303.902.2663

DAVID LIBAN

Film Department Chair (CU Denver)

david.liban@ucdenver.edu • 720.384.3658

AWARDS / CERTIFICATES

2019 EMMY SUBMISSION

Short-Form Corporate Category

Heartland Chapter Emmy Awards

2013 DIRECTING WORKSHOP

Producer Bill Borden

High School Musical (2006)

PUBLISHED WORKS

TechCrunch, Forbes, New York Times, Cable Hall of Fame Awards, 9News, City of Denver, City of Savannah, Comcast, Starz

SIDNEY REED

CREATIVE DIRECTOR

📍 Denver, CO

📞 720.207.3068

✉ hello sidneyreed@gmail.com

🌐 www.sidneyreed.com

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

2012-2015

Savannah, GA

Master of Fine Art - Film & TV Production

Completed 90 credit hours with a focus in Corporate Directing, with a minor focus in Editing. Also taught the Senior Undergraduate class as an Assistant Professor.

SAVANNAH COLLEGE OF ART & DESIGN

2006-2010

Savannah, GA

Bachelor of Fine Art - Film & TV Production

Completed 180 credit hours with a focus in Directing feature films, with a Minor in Creative Writing/Marketing.

PROFESSIONAL SKILLS

SOFTWARE & PLATFORMS

- Adobe Creative Suite
 - Photoshop
 - InDesign
 - Premiere Pro
 - Dimensions 3D
 - Audition
 - Acrobat
- Microsoft Office 360
 - Word
 - Excel
 - Powerpoint
 - Outlook
 - Drive
- Frame.io
- Youtube
- Vimeo
- Dropbox
- Livestream

DIRECTING SKILLS

- accounting, budgets, & ROI
- marketing & branding
- client engagement
- product launch
- live events / tradeshow
- vendor relations
- 2D & 3D graphics
- filming & editing
- 2D & 3D concept art
- script writing
- public affairs

PORTFOLIO GALLERY

View my full portfolio at: www.sidneyreed.com

