

Caleb Swartzel

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Skills

Adobe Creative Suite | Davinci Resolve | Industry Standard equipment operation | Lighting | Editing | Color Grading
| Graphic design | Sound design | Part 107 Remote Pilot Certified | Creative Problem Solver | Script writing | Collaboration

Professional Experience

Creative Services Director

WHSV-TV3 Gray Media, Harrisonburg, VA

May 2022–Present

- Managed all aspects of production from concept, development, and scriptwriting to pre-production, filming, editing, and post-production.
- Collaborated with clients to understand their vision and convey advertising in creative ways to target audiences on a variety of platforms.
- Developed and implemented storytelling techniques to engage viewers and communicate branding.
- Managed the Creative Services team to ensure efficient workflow and high-quality production.
- Use motion graphics to create visual elements to enhance video content and marketing campaigns.
- Operate camera, lighting, and sound equipment to ensure high-quality footage and audio.
- Demonstrated expertise in Adobe Creative Cloud Suite

Editor/Videographer

Shen Valley Media, Harrisonburg, VA

July 2020–Present

- Filmed and edited over 30 weddings, capturing key moments and emotional details to create cinematic highlight reels and full-length films
- Collaborated with clients to understand their vision and preferences, ensuring a personalized final production
- Operate professional camera equipment, drones, lighting, and audio equipment to produce high-quality footage in different lighting environments.
- Coordinated with wedding vendors and event staff to ensure smooth coverage and minimal disruption during ceremonies and receptions.

Editor/Production Assistant

Appeal Productions, Harrisonburg, VA

August 2020–October 2023

- Supported the Field Director in all phases of video production, including setup, filming, and breakdown of equipment
- Assisted with camera operation, lighting setup, and sound recording.
- Edited and produced the weekly Kline May Reality Showcase.
- Helped with post-production tasks such as importing footage, organizing files, and providing editing support.

REGENT UNIVERSITY, VIRGINIA BEACH, VA

B.A in Cinema-Television - May 2021 3.9 GPA