

Foster Atuanya Priestester



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Executive Summary

Progressive communicator and senior level video producer of a copious amount of high concept digital marketing campaigns including photo, video production, motion graphics and production design. Highly competent and dedicated leader of diverse, multi-disciplinary teams who strives to provide an inspiring, inclusive, and welcoming work environment necessary for individual and institutional success. Value driven professional with demonstrated years of providing expert advice and technical experience in the fields of advertising, marketing and video production. Prepared to identify, communicate and alleviate downstream challenges and be a valued and evolutionary asset to the culture of a company.

Areas of Expertise

Directing	Producing	Cinematography	Scripting	Concept Development	Team Leadership
Relationship Cultivating	Strategic Marketing	Advertising	Social Media Marketing	Business Development	Project Management

Accomplishments

- Post-Production Supervisor for the animated short film *She Dreams At Sunrise* - Nominated for the NAACP Outstanding Short Form Image Awards. The film has premiered at a host of film festivals globally including the Tribeca Film Festival.
- Director of Photography on The Heist Tour with Macklemore & Ryan Lewis.
- Conceptualized, pitched, scripted and produced multiple successful video campaigns culminating over 1 million views on YouTube.
- Produced live-action video content for notable brands including MTV, Sony Music Group, Virgin Atlantic, KIRO 7, CBS, Hyundai, Amazon, Ticketmaster, KUBE 93.3FM, Seattle Theater Group (STG), Alvin Ailey American Dance Theater, The Urban League of Metropolitan Seattle, Work Source Seattle Fashion Week & more.
- Produced & Directed 20+ camera live concert video featuring Grammy nominated, Grammy winning and label represented music artists Snoop Dogg, Chris Brown, Tyga, Meek Mill, E40, TI, Rick Ross, Russ, Lil Wayne, Busta Rhymes, Reo Cragun, Lil Uzi Vert, Gucci Mane, Kid Ink, Tech N9ne, DMX, Method Man & Redman, Lil Dicky, Digital Underground, William Singe Sauti Sol & more.
- International directorial works premiered on the awe-inspiring 33' x 60' LED screen at the Museum of Pop Culture Sky Church.
- Produced live-action videos for American Cy Young winning Pitcher Felix Hernandez of the Seattle Mariners & Super Bowl XLVIII Champion Kam Chancellor of the Seattle Seahawks.
- Produced live-action videos exhibited on broadcast television networks including REVOLT, CBS, MTV and BET Jams.
- Lead crew of 20+ to capture pre-, during, and post-concert footage in a high intensity live-concert setting at the Tacoma Dome, White River Amphitheater and Comcast Arena.

Experience

Amazon – Seattle WA – Content Producer

October 2021 - Present

- Creative lead of video production and content strategy for digital and streaming content for internal communities. Using metrics to measure content success.
- Experience with large budget commercial productions as well as small budget and quick turnaround projects
- Successfully directed video for Amazon Corporate President and CEO Andy Jassy and other senior level executives.
- Creating content from concept to completion including ideation, creative briefs, production design, work-back schedules based on a forward-looking calendar of content and engagement.
- Launched new community focused content formats to drive value to customers.



- Gathered inputs from content product roadmap and defined content strategy to drive user engagement.
- Manage internal stakeholder expectations on deliverables and the production process
- Implemented mechanisms to scale production for community-centric content.
- Constantly innovating on storytelling
- Deliver a roster of video content production thru key channels (digital community, virtual events, in-person events)
- Storytelling while managing execution through a mix of agency, independent contractors and in house video production with a hands-on approach, systematically delivering a series of video assets, looking around corners and making data driven and customer centric decisions.
- Ability to distill meaningful narratives and find the human in every story with an impeccable eye for impact of video content at the core producing content at scale, on time and at a high standard that bring audience stories to life.
- A process-centric machine with the ability to quickly identify project outputs and workback plans to systemically deliver a reliable series of premium and everyday content.
- Experience communicating effectively to global stakeholders at a senior level
- Experience in content operations, with ability to drive multiple projects in various mediums and of different sizes across the finish line in parallel, all while on tight deadlines.
- Passionate about and capable of embedding diverse perspectives in storytelling.
- Experience project managing agency creative teams and productions small and large-scale.
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A Real Grip Films – Seattle, WA – Executive Producer

May 2009 - November 2021

- 14+ years in brand storytelling and live-action video production, with experience as a screenwriter, creative director, producer, director of photography, production coordinator, production manager, editor, post-production supervisor in digital media and hundreds of high concept productions.
- Proficient in drafting creative briefs, managing asset production, and directing multiple cross-functional and cross-disciplinary teams.
- Deep knowledge of project breakdowns, budget and scheduling and understands how to prep a project rolling into production.
- Adept at managing timelines, managing expectations internally and externally, delivering assets on time and within budget.
- Judicious in handling clients, feedback, correspondence, notes and approvals.
- Adept at managing and coordinating 20+ person film crews for Ticketmaster and KUBE 93.3 live events & an array of live-action video productions.
- Developed engaging branded content for MTV, KIRO7, CBS, Snapchat, Hyundai, Virgin Atlantic, Amazon Go, Seattle Fashion Week, YWCA, Work Source and more.
- Direct staff and freelance producers on planning + executing photo and video shoots based on creative concepts both in-studio and on location.
- Lead team communications with strategic partners as well as within production department and provide regular status updates with all parties.
- Script and develop creative concepts designed to align with any given projects rationale, primary objectives, target audience with an adept ability to configure a skilled crew scaled to execute within a given budget.
- Develop and manage long-term strategic initiatives to achieve internal and external objectives within the parameters of a set budget.
- Manage content pipeline, ensuring production and post-production timelines align to meet pipeline demands.
- Produced strategic marketing campaigns for government agencies and a variety of independent companies in the Seattle Metropolitan area.
- Produced multiple live-action video productions internationally: United Emirates, Costa Rica, Germany, Zimbabwe, South Africa and Kenya.
- Cultivated an extensive creative network and pier group of independent video production personnel locally, nationally and internationally.
- Excelled in this fast-paced, customer obsessed business by earning trust, thinking big, and delivering results. Managed full productions, crews, and production budgets up to \$70k.

Affiliations

- Seattle Metropolitan Chamber of Commerce, Member
- Production Peeps Network, Member
- Filmmakers Matrix Network, Member
- The Breakfast Group, Member



- Dystnct Media, Strategic Alliance
- Macklemore, The Heist Tour, Contractor

Education

Bachelor of Fine Arts, Cornish College of the Arts September 2009 - May 2012
Video Production + Photography
Merit Scholarship Recipient

Undergraduate, Washington State University August 2000 – May 2003
Studied in the Edward R. Murrow College of Communication
Held a 2yr. Internship with the Department of Media Production

University of Southern California May 1999 - August 1999
Film Production
Introduction to Fundamental Screenwriting

Skills & Qualifications

Proficient using Adobe Creative Cloud (Adobe CC)
Adept at Final Cut Pro and Final Cut X
Proficient using Microsoft Office + Google Docs
Adept at managing Association of Commercial Producers (AICP) budgets for project execution on a timeline.
Proficient with handling RED Digital Cinema Cameras
Adept at using the RED Cine X Pro Software.
Detail oriented problem solver.
Ability to ideate, create and produce video content
Highly organized with attention to detail and a penchant for high production standards and quality
Project Management
Strong written and verbal communication skills
Superior organizational skills, especially with large volumes of digital visual content such as video, photographic and graphic assets.
High technical filmmaking capabilities, including expert experience on set across all aspects of production.
Experience collaborating with visual content development teams and multiple stakeholders all working toward a common goal.
Proficient in marketing campaign workflows, adept at understanding creative production processes as they relate to marketing efforts.
A rolodex of diverse production talent across North America.
Ability to approach each project with both creative and production mindset

Ability to travel nationally and internationally as needed. References provided upon request.