

Ron Coons

Expert Videographer with over 32 years experience in motion picture film, still photography, standard (SD) and high definition (HD) video, DSLR, and electronic cinematography production. Expertise in creating engaging digital content in the form of video and photography that educates and informs internal and external audiences, incorporating product brand standards. Extensive knowledge of video production and editing standards using the latest technologies in the industry. Experienced with Arriflex, Moviecam, Aaton and Panavision motion picture camera systems, as well as many other standard definition video, DSLR, high definition video, and 4K imaging systems.

Demo Reel Link : <https://www.roncoons.com/director-of-photography-reel-gallery/>

EMPLOYMENT

4/2017 - present

CONTRACT VIDEOGRAPHER– Aerial Innovations of Tennessee

- Shoots Aerial Photography and Videography for large scale projects and industrial video needs.
- Ensures quality control for assigned video and photography deliverables are completed within time and budget constraints.
- Edits video content using branding guidelines for clients delivering creating sales, marketing, and educational videos for various projects using Adobe Premiere, Lightroom, and Photoshop.
- Applies knowledge of cinematography theory in production using elements as lighting, shooting angles and audio needs.
- Proactively stays abreast on trends and best practices as they relate to industry by serving as an active member of the International Cinematographers Guild, I.A.T.S.E. Local 600.

6/2016 – 4/2017

VIDEOGRAPHER– Country Music Hall of Fame and Museum

- Created, managed, edited and archived photo and video assets for internal and external use by the creative, marketing, education, and sales departments.
- Consulted with appropriate stakeholders from production to post-production process.
- Created rough and final cuts of video projects using Adobe Premiere Pro.
- Transported, set up, and operated all lighting and video equipment on shoot locations.
- Shot b-roll as well as interview or event footage as needed.
- Reviewed shooting outlines to create a shot decision list based on scenes value and continuity.
- Edited footage segments and put together the sequence of productions.
- Consistently evaluated equipment needs, determined what equipment was needed, and acquired it through the appropriate approval process.
- Input music, dialogue, graphics and effects into video projects.
- Continuously sought out and implemented new editing technologies and industries best practices to maximize efficiency.

9/2014 – 5/2016

ADJUNCT PROFESSOR – Watkins College of Art and Design

- Served as an Adjunct Professor teaching the history and art of cinematography.

1/ 2002 – Present

FREELANCE CINEMOTOGRAPHER VARIOUS PROJECTS – Self Employed

- Videographer/Production for Nashville ABC Networks
- "Beyond the Wall of Sleep" - Independent Short Film - Gonzo Entertainment
- "The Wombats" - Feature Film - William Fain Productions
- "A Father's Rights" - Feature Film - Superhighway Productions
- "Payday" - 2006 48 Hour Film Project-Nashville (best overall film and best cinematography award)
- "How You Look To Me" - Feature Film - Sweet William, LLC
- "Keep Your Distance" - Feature Film (2nd Unit DP) - Blue/Grey Film Ventures
- "Waiting" - Feature Film (2nd Unit DP) - L.I.F.T. Productions
- "Bounty Hunter" - Toto Productions - Movie of the Week (2nd Unit DP)
- "Assisted Living" Commercial - Cummings Video/Film Productions
- "Alzheimer Care" Commercial - Cummings Video/Film Productions
- "1998 Campaign" for Tennessee Gov. Don Sundquist - Penczner Productions
- "The 2009 Kentucky Bourbon Festival" - Singlemalt.tv
- "2009 Copper Peak Snowmobile Hill Climb" - Memo Vision Productions

EDUCATION

1988

SAN DIEGO STATE UNIVERSITY

- B.S. Radio/Television and Film

ACTIVITIES

MEMBERSHIPS, AWARDS, AND CERTIFICATIONS

- Member of International Cinematographers Guild, I.A.T.S.E. Local 600.
- Experienced with Arriflex, Moviecam, Aaton and Panavision motion picture camera systems, as well as many other standard definition video, high definition video, and 4K imaging systems.
- Past contributing editor for FilmCrew magazine.
- Past assistant instructor (10 years) at the Maine Media Workshops (formerly known as the International Film & TV Workshops), Rockport, Maine.
- Awarded rank of Eagle Scout by Boy Scouts of America.

REFERENCES

- Wendy Whittemore - 615-650-2002
- John Partipillo - 615-891-0400
- Warren Denney - 615-630-3299
- Tracy Facelli - 615-473-6909