

# Antonio J. Gherardini

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## Qualification Summary

- Skilled in video production, photography, and post-production from development to the shoot and client delivery
- Experienced in developing video concepts through client meetings, needs assessments, and presentations
- Managed social media including YouTube, Facebook, and company websites
- Directed broadcasts for several college sporting events using a Live Switcher and integrated editing systems
- Strong team leader with excellent verbal and written communication skills

## Experience

### Indigo Auto Group- Cavallino Rosso St. Louis & Porsche St. Louis

St. Louis, Missouri

#### Lead Photographer & Videographer

2022-Current

- Leads the team as the sole Photographer for St. Louis' Only Porsche Dealership, and Missouri's Only Ferrari Dealership.
- Takes Inventory and Social Media Photographs of Porsches, Ferraris, and other Makes
- Edits all Photographs using Adobe Software
- Uploads to Dealership Management Software to go Online
- Communicates with Service, Sales, and Detail Department to see when Cars will be ready to Photo
- Additional Outside Photography as requested by management

#### Receptionist

2021-2022

- Lead the team as the Primary Receptionist for St. Louis' Only Porsche Dealership, and Missouri's Only Ferrari Dealership.
- Serves as first point of contact for callers and in dealer visitors including customers, partners, and vendors.
- Takes detailed messages for the general managers, and for anyone else who called
- Verified and took payments that were made on numerous reports from the service and sales department
- Make sure the front of house area was very presentable for guests and vendors
- Promoted to the Lead Photographer after 6 months

### The Home Depot

St. Louis, Missouri

#### Merchandising Execution Team Associate

2020-2021

- Worked as a Merchandiser for the Home Depot Merchandising Execution Team
- Rotated, replaced, cleaned, and priced merchandise via the Planogram
- Completed major special projects handed to me by the management team
- Worked with coworkers to complete these major projects
- Replaced and ordered advertisements, decals, and other literature to help sell the product
- Worked with a team of over 10 people to complete these tasks

### Trotter Photography

St. Louis,

#### Missouri Videographer/Lab Technician

2018-2020

- Worked in post-production at a School and Wedding Photographer in St Louis
- Created an in-house video department
- Sourced the video equipment
- Rebranded Trotter's YouTube Channel
- Made several videos including Behind the Scenes, Promotional Spots and Advertisements
- Edited photos, imported client data into ordering and tracking software, ordered pictures for clients
- Provided general office management including ordering office supplies, answering phones and printing promotional materials

## **KidAccount**

**Jackson, Missouri**

### **Contracted Videographer/Editor**

2017-2020

- Worked with the CEO and Director of Marketing to bring their vision to film
- Assisted with a School Dismissal Software Companies initial launch campaign
- Edited pre-existing footage to create 3 demonstration videos

## **Southeast Missouri State University**

**Cape Girardeau, Missouri**

### **University Marketing Videographer/Photographer**

2017-2018

- Worked as a videographer and still photographer for university events shooting content such as sporting events, faculty dinners, and candid campus life
- Edited multi-camera shoots with university officials
- Took staff portraits with a 3-point lighting set up
- Developed advertisements, publications, admissions videos, and social media content
- Added metadata, edited, and stored still and moving images on our local photo management system: Image Relay

### **Campus Life Photographer for Special Events**

2017-2018

- Member of the planning team for S.E.M.O.'s "Speakers Series"
- Lead photographer for VIP receptions and meet and greets with event staff
- Worked with outside security teams to develop photography protocols
- Photographed: Dr. Michio Kaku, Ms. Venus Williams, Dr. Freeman A. Hrabowski, and First Lady Laura Bush

## **Technical Proficiencies**

### **Editing Programs and Software**

- Adobe Premiere Pro, After Effects
- Audition, Bridge, Camera RAW, Lightroom
- Photoshop, Illustrator
- BOTH Windows and Apple Operating Systems
- Microsoft Office Suite
- Canon Digital Photo Professional
- NewTek TriCaster
- YouTube Studio and Analytics

### **Production Equipment**

- Nikon Cameras (DSLR and Video Cameras)
- Sony Cameras (DSLR and Video Cameras)
- Studio Lighting
- Professional Microphones and Audio Recorders
- Canon Cameras (DSLR and Video Cameras)
- Squarespace/ Wix
- Several Gimbal Models

## **Education**

Southeast Missouri State University, Cape Girardeau, Missouri

2013-2018

- Bachelor of Science – Mass Communication/Television and Film
- Minor in History

Lindbergh High School, St. Louis, Missouri

2009-2013

- Lead Videographer for Lindbergh Lookup
- Student Leader in both Broadcast Classes
- Spirit of St. Louis Marching Band