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# Alex Popowych

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**Video Editing | Sound Design | Color Correction & Visuals | Motion Graphics**

Video editor creating compelling content for a wide range of clients, projects, and deliveries. Highly skilled visual communicator specializing in streamlining complex marketing messages into compelling and engaging content for a target audience. Draws on expertise in visual storytelling, brand integration, and technical troubleshooting for seamless live production and broadcasting. Highly experienced working closely with marketing departments and communicating brand stories for clients ranging from action sports brands, publications, corporate clients and events.

## **Select Client Projects at AP Productions:**

- Sundance Film Festival: Worked with GigViz productions to produce, shoot, and edit social media/online VOD content for Grey Goose and Deadline Hollywood. Shot celebrity press junkets and panel discussions, and supported live webcast content at Canon Lounge event space.
- Team13 Productions: Video editing, content management, and webcast support for Adobe Summit conference in Las Vegas.
- Big Mountain Enduro Series: Directed on site event coverage: shooting, editing, motion graphics, and social media deliverables for sponsors.

*Video Editing/NLE Software Proficiency  
Multicam Webcast/Live Event Expertise  
Long Form Narrative and Documentary*

*Efficient Time & Project Management  
Storytelling Through Editing  
Brand Anthems and Client Stories*

*Adobe Creative Cloud  
Digital Content Management  
Social Media and Short Form content*

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## **PROFESSIONAL EXPERIENCE**

### **Writing Contributor, Powder Magazine**

06/24 - current

Pitch and create content for online magazine. Subjects range from monthly columns and gear choices to editorial content.

### **Freelance Video Editor, AP Productions**

09/2016 – current

Managed video content editing across various projects. Polished videos, managed end-to-end execution, and overcame time constraints through efficient editing processes. Delivered compelling event highlight reels, capturing live event essence through skillful video editing and navigating technical challenges for impactful visuals. Managed product demo videos, effectively communicating features and collaborating closely with clients to align with their vision, ensuring timely releases and successful launches.

### **Select Projects:**

- Annual Presence at Sundance Film Festival: Video production support at Sundance Festival for GigViz Productions. Managed high-profile projects and directed live webcasts, interviews, and daily highlights.

- Adobe Convention Coverage & Gregory Backpacks Promos: Collaborated with Team Thirteen Productions for Adobe conventions, managing live streams and editing videos. Created content for Gregory Backpacks, including product and market entry videos.
- GigViz Productions: Contributed to multiple aspects of Sundance Film Festival productions for GigViz.
- ICON Fitness: Edited videos for iFit ecosystem content, synchronizing coaching and fitness videos with NordicTrack machines.
- Big Mountain Enduro: Produced event highlights and coverage. Managed camera teams and edited interviews and action footage.
- Liquid Arts Media: Assisted in covering the "Everything Food" conference in SLC, handling logistics and operating cameras.
- Specialty Imaging: Shot promotional video for 40 North media sharing software, streamlining photo/video delivery for clients.
- Livestream: Handled global feed for NuSkin event at SLC's Vivint Arena: Corporate program and Maroon 5 concert.
- Team13 Productions: Produced Adobe APAC Summit content involving live streams, interviews, social media, etc.
- Big Top Entertainment: Headed "Lot 24" horror film editing involving post-production, color, special effects (SFX), and formatting.
- TEN Enthusiast Network (Powder Magazine): Traveled to Crested Butte, CO to produce, shoot, and edit a resort profile piece highlighting athlete experiences and local insights. Produced content and managed live show during annual Powder Video Awards ceremony in Park City UT and Aspen, CO.
- White Knight Productions NYC: Collaborated on cinematography for ABODE Luxury Rentals and shot promotional spots showcasing luxury properties in Park City.
- Frybiz Productions: Worked on reality TV show "Colorado XTREME," covering adventures and challenges of Sage Adventure Ranch; managed GoPro content and more.

***Teller, ITM agent, Adventure Credit Union***

09/2023 – current

Assist members making deposits, withdrawals, and transfers from accounts. Keep accurate records of transactions, and suggest products and services to members when it fits their needs. Provide information about interest rates and fees to help members make informed financial decisions.

***Samsung VPL Representative (Premium Audio-Visual Product Specialist), Best Buy***

06/2022 – 07/2023

Delivered exceptional district-wide performance and attained bonuses. Led training sessions for store associates on Samsung's latest innovations. Troubleshoot and maintained audio-visual equipment. Spearheaded the revitalization of the Samsung sales pad during a critical store remodel. Managed merchandising, audio-visual demos, and signage.

- Achieved consistent top-tier sales performance by cultivating strong customer relationships, fostering personal trust and loyalty through honest interactions. Empowered customers to make informed choices on premium Samsung home theater products.
- Contributed to district-wide revenue growth by collaborating with fellow sales associates to promote Samsung products, ensuring brand representation across departments, and strategically integrating Samsung offerings into cross-sales conversations.

***Gearhead III (Customer Service/Marketing), Backcountry.com***

10/2018 – 02/2022

Progressed from Gearhead I to Gearhead III through dedication and proficiency in customer service, product knowledge, and customer interactions. Managed regular customer outreach via email. Utilized CRM software to track customer engagement and ensure timely follow-up. Attained recognition through Backcountry's "Customer Stories" program twice and was featured in a profile on the website as a top-level ski/snowboard Gearhead that provided great customer experiences.

***Lead Editor, Cinematographer, Live Content Manager, Mountain Sports International (MSI)***

11/2011 – 10/2016

Produced, shot, and edited pre-produced content and commercials for live webcasting, web VOD, event teasers, and segments for broadcast. Excelled at visual storytelling and engaging an audience. Content included commercial/sponsor content, but also powerful stories like athlete profiles, location and event histories, injury comebacks, and more. Integrating branding was always at the forefront, and I excelled in organically representing brands with cinematic, in-camera shots of product, outerwear and more.

***Live webcast support and Content Management***

- Consistently met and exceeded extremely tight delivery deadlines--due to the nature of live events, this often meant under 24 hour timelines for social media, online VOD, and sponsor deliverables. In spite of the tight turnarounds, the very highest standards were met for providing professional level, engaging content.
- Optimized a workflow that allowed for simultaneous access of event footage on site from multiple editors and staff, while also streamlining archival storage and organization for future events.
- Operated Newtek Tricaster systems for webcast replays, live editing, and queuing preproduced content and commercials.

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## Professional Development

Master of Fine Arts: Film Production, Chapman University

Bachelor of Fine Arts: Illustration, University of Utah

Bachelor of Fine Arts: Film Studies, University of Utah