



RUSS JUDKINS

Your swiss army knife B2B content creator. 15 years work experience in video production, video editing, motion design, UI graphic design, email campaign design & project management.



LINKEDIN



PORTFOLIO



CONTACT

- Salt Lake City, UT
- (801) 615-0795
- russreel.com
- hire@russreel.com

SKILLS

- After Effects
- Premiere Pro
- Mr. Horse
- Illustrator
- Photoshop
- Canva Pro
- Monday/Asana
- Slack/Teams
- Docs & Sheets
- AI Tools

*See more skills at russreel.com

ACHIEVEMENTS

SEMA/MEMA® MARKETING
Official Videographer for SEMA 2024
@ Freelance

LIFE IN UTAH® MAGAZINE
Lead Designer of the 2019 layout
@ Utah Media Group

ZION® FILM FESTIVAL
1st Place Award Winner of 2019
"House of Whispers" 48hr Film Category

LINKEDIN® LEARNING
Adobe® Skill Assessments
January 2015 - Present (10yr)

UTAH VALLEY UNIVERSITY®
B.A.S. Graphic Design
August 2010 - May 2014 (3yr, 10mo)

BOY SCOUTS OF AMERICA®
Eagle Scout Rank
October 2005 - October 2009 (4yr)

EXPERIENCE

*See more experience at russreel.com



Senior Video Editor | UI Graphic Designer | Motion Graphic Designer
Remote | September 2025 - May 2026 (9mo)

Worked remotely in SLC and commuted to St. George 1 week every quarter to film new UGC content and collaborate in the office. Served as a one-person marketing department; managing all deliverables associated with video production, video editing, motion graphics, graphic design & email marketing.

- Edited internal, influencer & UGC content into high-performing video, motion, and static ads for Meta Ads Manager in horizontal, vertical, and square formats resulting in a 300% increase in sales over 1 quarter.
- Revamped outdated print materials such as the product manual, cookbook, recipe card, quick-start guide, product packaging and trade show materials.
- Organized raw media, project files, and final deliverables into a structured digital content library to improve workflow efficiency and asset management.
- Modernized static company branding into animated bumpers for video content.
- Utilized AI tools such as Adobe Firefly, Canva, and Artist to generate & customize voiceovers, footage, and images.



Senior Video Producer | Video Editor | Motion Designer
Hybrid | February 2024 - May 2025 (1yr, 4mo)

Produced educational videos, marketing ads, and training courses for major automotive brands. Collaborated with marketing teams to strategize scripting, storyboarding & content creation for brand materials used in commercials, social media, internal training & SEMA/AAPEX events.



Video Producer | Video Editor | Motion Designer
Hybrid | June 2023 - February 2024 (8mo)

Managed a diverse portfolio of companies, delivering creative content under tight deadlines. Produced a wide range of materials, including software navigation tutorials, product/lifestyle ads & prototype animations. Filmed live events, podcasts & internal marketing content.



Media Operations Manager | Video Editor | Motion Designer
On-Location | June 2022 - May 2023 (1yr)

Produced marketing & educational content for 13 new outdoor cooking products & accessories. Managed the production & post-production of 20+ video projects and 50+ food/product photo shoots. Managed internal content library, equipment maintenance & studio operations.