



# AARON WORD

p h o t o g r a p h e r // v i d e o g r a p h e r



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Lansing // MI



[aaronword.com](http://aaronword.com)



[biddle-city.com](http://biddle-city.com)

## A B O U T M E

*Videographer + photographer with over 23 years of industry experience creating media for a range of platforms – tv, national publications, and the web.*

Well-versed in story planning, location scouting, project coordination, interviewing, production + post-production. I also enjoy flying UAVs + have been a licensed drone pilot for over three years.

## S K I L L S

Video

Photography

Pre-production

Post-Production

## E D U C A T I O N

Indiana University Purdue University  
Coursework in Communications, 1998 - 2001

Part 107 UAS Pilot Certification, 2016 - Current

## E X P E R I E N C E

### Owner

*Biddle City Project / Lansing, MI / 2014 – Present*

Creative commercial video production for clients, including: Michigan DNR, Michigan Department of Education, Michigan Bureau of Services for Blind Persons, Michigan United Methodist Church, Michigan State University Museum, Michigan State University Art Department, Soup Spoon Café, The Michigan Historical Museum, Gud Marketing, CATA, R.E. Olds Transportation Museum, Jackson County School District

### Media Content Associate

*Eli + Edythe Broad Art Museum at Michigan State University / E. Lansing, MI / 2014 – 2021*

Audio + video production, photography for interpretive media projects + marketing for the Education, Curatorial, Development, and Public Relations departments of the museum. View work on MSU Broad video channels:

<https://www.youtube.com/msubroad> + <https://vimeo.com/broadmsu>

- + Photography + video documentation of exhibition installation, exhibitions, and performances for local, national, and internal publications
- + Photography + video documentation of events
- + Creation of photography for print, publication, web, and social media
- + Creation of video content for television, web, and social media

## Freelance Audio + Video Production

*1999 – Present*

Audio + video production for clients, including: Oakland Community College, Royal Oak, MI (audio & video production, photography), ESPN, Bristol, CT (audio & video production), Good Fruit Video, East Lansing, MI (audio & video production), Esquire Magazine, Lansing, MI (photography grip & lighting), National Shooting Sports Foundation, Newtown, CT (audio & video production), Natural High, La Jolla, CA (audio & video production), Advanced Multimedia, Lansing, MI (audio & video production), Future Media, Lansing, MI (audio & video production), Ahptic Film & Digital, Lansing, MI (audio & video production), WWWY Productions/MHSAA Network, Howell, MI (audio & video production), Quarterline Media, Portland, MI (producer & director of photography), Such Media Inc., Okemos, MI (audio & video production), Fishing 411, Tustin, MI (audio & video production), MoveOn.org (grip & lighting), Quaeris Productions, Lansing, MI (audio & video production), Hiron's and Company Communications, Indianapolis, IN (audio & video production), WFYI public television, Indianapolis, IN (audio & video production), Indianapolis Public Schools, Indianapolis, IN (audio & video production)

## Audio + Video Production, Photography

*MSU Department of Art, Art History, and Design / E. Lansing, MI / 2009 – 2014*

Photo + video documentation for website + print publications documenting exhibitions, lectures, and other events in the department. Creation of original content for web + publications use for student retention, donor relations, and undergraduate, graduate, and faculty recruitment

- + Responsible for documentation of over 25 exhibitions per year featuring work of students, faculty, and graduate students
- + Creation of student interest stories featuring course collaborations and student research
- + Creation of faculty interest stories featuring collaboration and faculty research
- + Documentation of exhibitions and events including: 20+ talks as part of an annual guest lecture series, annual fashion show, open studio tours, Master of Fine Arts Exhibition, Undergraduate Exhibition, and Faculty Exhibition

## **Videographer, Editor, Producer**

*Wolf Creek Productions / Perry, MI / 2006 – 2010*

Responsible for every aspect of broadcast pre-production, production and post-production including producing, videography + editing for shows such as: *Benelli's American Birdhunter, American Archer, Outdoor America, Field and Stream's Outdoor Icons*, as well as the pilots *Wild Cheff* and *Beyond the Badge*. National + international travel was a major component of this position

- + Field audio + video production
- + Editing with Avid Media Composer
- + Writing copy for voice overs
- + Traveling + working in extreme environments

## **Videographer, Editor**

*WILX-TV 10 / Lansing, MI / 2003 – 2006*

Responsible for news gathering, working with reporters on daily packages, and live truck operations

- + Avid editing systems
- + ENG an EFP work
- + Microwave live truck operation

## **Production Assistant**

*WNDY TV-23 + WTTV-4 / Indianapolis, IN / 1999 – 2003*

Responsible for all aspects of production on a rotating schedule for live drawing for The Hoosier Lotto + The Mike Pence Show

- + Preparing set for Hoosier Lotto live broadcast
- + Studio camera operations, Chyron, and Audio for live lotto drawing
- + Camera operation for Mike Pence Show

## **Graphics Assistant**

*RTV-6 ABC / Indianapolis, IN / 1999 – 2001*

Responsible for working with producers to ensure accurate graphic content

- + Creation of full-page graphics + fonts for live news broadcast
- + Live switching of graphic content
- + Experience with Newstar, Still Store, and teleprompter programs