

# Thomas Kreft

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## Objective

A hardworking department manager and video editor looking for the next chapter in his career of working with talented peers and making clients happy with the products delivered.

## Experience

### Factory Athletics (aka The Baseball Factory)

2011 – 2024

Director of Video Operations. Responsible for managing a nationwide network of 30+ freelance videographers to film baseball and softball high school athletics skill showcases. Includes logistics of booking flight, hotels, reimbursements and payroll for contracted staff.

Changed the company model of video operations, increasing videographer network, cutting operational costs and reducing turn around time from 30 days to 2 weeks.

Lead editor for skill showcase products sold to families. Creating 60 to 90 unique videos per week.

Director of creative content for Baseball/Softball Factory social media videos. Helped to create several individual original weekly content series for Twitter, Youtube, Facebook and Instagram.

Created video packages of top-level high school athletes for use on Factory social media during the MLB draft season. Video packages appeared on ESPN and MLB Network.

Created several dozen instructional videos for various different sports in a partnership with DICK'S Sporting Goods.

### Tom K. Video Productions

2007 - 2015

Self-started small business creating digital content.

Created print media for local restaurants promoting events and drink specials.

Shot and edited commercial for **XS Restaurant** in Baltimore City, 2011.

Directed, shot and edited a short film music video "A Cold Thursday In March" for Baltimore musicians **The Poets of Unk**.

Created handbills, flyers, web banners, t-shirt designs for Dallas, TX band **Flickerstick** for their 2007 national tour.

## Education

### **The University of Maryland Baltimore County (UMBC)**

**2007 - 2010**

Majored in Film & Video. Received Bachelor of Arts Degree in Visual Arts. (Dec 2010)

Won Grand Prize for Documentary "My 2 Cents" Wide Angle Youth Media Film Contest. Awarded by Comptroller Peter Franchot

Vice President of Filmmaker's Anonymous for 2010-2011 school year.

### **The Community College of Baltimore County (CCBC)**

**2004 - 2007**

Majored in Graphic Design. Received Associates Degree of Applied Science (May 2007)

## Skills

Trained in the use of HD digital video cameras (**Canon HV20/30/40, Vixia HFG40, 50, Panasonic DVX100A/HVX200A**), digital still cameras (**Canon EOS 5D, C100**), and **Bolex 16mm** film.

Proficient in use of **Final Cut Pro, Adobe Premiere, Creative Cloud, and Sony Vegas** editing softwares.

Experienced in use of studio lighting, sound equipment, green screens and use of backdrops

Proficient in use of **Photoshop, Illustrator, InDesign** graphic software. **Soundtrack Pro, Adobe Audition, and Garage Band** audio editing software. As well as **Microsoft Word, Outlook, Powerpoint, Quickboos, Excel, and ADP human resource tools**.

## References

**Robert Naddleman, Former President of The Baseball Factory  
410-340-2844**

**Brian Johnson, Former Senior Designer for The Baseball Factory  
410-935-9136**