

Michael Leeson
9940 Shore Drive
Machesney Park, IL
815-847-0274

mjleeson@comcast.net
michaelleeson.com

Education

Bachelor of Fine Arts Degree
Northern Illinois University, DeKalb, Illinois
Emphasis: Design and Media Arts
May 2024
Magna Cum Laude
GPA 3.85

Technical Skills

Videography and Photography
Equipment Tools: Mirrorless/DSLR cameras,
Lighting equipment, sound equipment, and drones
Editing Tools: Photoshop, Premiere, After Effects,
and Lightroom
Social Media: Instagram, Facebook, X, Youtube

Experience

May 2019—
Present

Freelance Multi-Media Producer
Rockford, IL

- Create promotional content for products and events within sports
- Design graphics for social media content
- Operate within tight timelines to deliver finished, high-quality video, images, or designs within deadlines
- Work on multiple projects at once with an optimized work flow

Key Achievements

- Building a client network through quality of work and positive referrals

August 2023—
January 2024

Content Producer
Northern Illinois University Men's Soccer
DeKalb, Illinois

- Filmed video footage of trainings, travel, pre-game, game, and post-game
- Edited one to two minute training or game day recap videos within two to three days of the event
- Captured images for article headers and social media posts
- Logged additional footage for future marketing use
- Traveled with the team capturing the full experience of high level athletes
- Worked with a marketing team to pursue program wide goals

Key Achievements

- Article written about my work ethic and the quality of my work
- Captured about 2 TB of footage for current and future use
- Was one of three graduates chosen to be interviewed for highlighting class achievements out of 546 students

September 2019—
January 2021

Head of Content
Eclipsed LLC
Peoria, Illinois

- Shot photos, videos, and designed components for 20+ customers online product listings and websites

Key Achievements

- Created a service with an average 4.8 star rating starting from no ratings prior to employment