Keith Bress

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# WORK EXPERIENCE

## AV Technician and Design Specialist Mar 2024-Present

*The First Church Windsor, UCC- Windsor, CT*

* Run live stream services using OBS live stream software.
* Research, develop and implement technical advancements to improve production.
* Adapt to and troubleshoot technical problems when they occur.
* Develop and present multimedia content for Church services.

## Web Communications Coordinator April 2022-Dec 2023

*UConn College of Liberal Arts and Sciences- Storrs, CT*

* Created content for various University websites, focusing on best practices for accessibility and SEO.
* Collaborated on complex web development projects with diverse clients.
* Analyzed Google Analytics data to improve the efficacy of web communications.
* Delivered trainings on web accessibility and best practices.

## Production Crew Jan 2022-May 2022

*First Congregational Church in Bloomfield- Bloomfield, CT*

* Produced weekly live stream through ProPresenter to YouTube, Facebook and ChurchOnline.
* Managed the operation and inventory of audio, media, and video broadcasting equipment.
* Resolved equipment issues before and during the live stream service.

## Videographer/Editor/Content Creator Sep 2012-April 2022

*Freelance- Windsor, CT*

* Created a variety of marketing/educational content reaching local and international audiences while exceeding client expectations.
* Produced animated short film “Gotcha Day”, recognized in the 2021 New Haven, Bridgeport, Ridgefield and Mystic Film Festivals. Gold REMI award winner at Worldfest Houston.
* Taught children video production skills at Windsor Community Television’s (WinTV) KidVid workshop.

## Government Production Coordinator Sep 2021-Nov 2021

*Nantucket Community Television- Nantucket, MA*

* Coordinated the coverage of government meetings and events, broadcast over the air and via livestream, providing an essential service to residents.
* Filmed and edited events and promotional content for a wide variety of clients.

## Social Media Engager/Specialist Mar 2018-Sep 2020

*The LEGO Group- Enfield, CT*

* Supervised project to improve moderation of user-generated content for LEGO Ideas, improving workflow.
* Spearheaded development of system to train and onboard new moderators, streamlining the process**.**
* Engaged with millions of fans on Twitter, Facebook & Instagram, boosting consumer engagement.
* As a member of DEI taskforce, oversaw creation of anonymous reporting system, ensuring marketing materials reflect Diversity & Inclusion objectives. Advocated for the use of inclusive language, which resulted in the alteration of content in a global app.

## Web Copywriter/Knowledge Base Administrator Mar 2016-Sep 2018

*The LEGO Group- Enfield, CT*

* Authored and revamped dozens of user-friendly self-help guides and online interactive troubleshooting guides for LEGO.com, educating customers on how to use the products.
* Assembled, quantified, and analyzed trends in consumer feedback, resulting in improvements to the layout and functionality of the troubleshooting site.
* Partnered with global team to author reference guides for major pop culture product themes like Star Wars, strengthening and expediting customer service responses.

## Customer Service Advisor Oct 2015-Feb 2018

*The LEGO Group- Enfield, CT*

* Provided technical support for LEGO mobile apps, PC software, and robotics products on platforms such as macOS, iOS, Android, and Windows.
* Communicated with customers via phone, email, live chat, and e-commerce platforms, generating excellent performance reviews and customer feedback.
* Co-created award-winning video tour of LEGO Contact Center, generating global recognition.
* Created professional development video, furthering recruitment and retention efforts.

## Videographer/Video Editor Jun 2013-Oct 2015

*GottaLoveCTHockey- Simsbury, CT*

* Collaborated with stakeholders to create video content providing game coverage and featuring interviews with NHL hockey players, marketing the GottaLoveCTHockey brand.

# EDUCATION

## M.A. in Communication Aug 2018-May 2021

*University of Hartford – West Hartford, CT*

* Graduated (GPA 4.0)
* Courses in Multimedia Production, Advertising, and Corporate Communication

## B.S in Cinema & Photography Aug 2009-May 2013

*Ithaca College – Ithaca, NY*

* Graduated Magna Cum Laude (GPA 3.705), Park Scholar

# CERTIFICATIONS

## CompTIA A+ Certification Exam: Core 1: *CompTIA A+ Certification Exam: Core 2 in progress.*

# SKILLS

Adobe Premiere Pro, After Effects, Photoshop, Final Cut Pro, DSLR and Mirrorless Cameras, Camcorders, Lighting, Audio/Recording Equipment, Website Content Management, Phone and Email Communications, Social Media Content Creation, WordPress, Microsoft Office, Google Suite, Google Analytics, ADA Web and Document Accessibility, Zoom, Microsoft Teams, Cisco WebEx, Troubleshooting, Technical Support, Customer Service, CRM, HTML

# VOLUNTEER EXPERIENCE

## Production Crew Dec 2023-Present

*Cox Public Access Television- Enfield, CT*

* Operate cameras, edit and queue up lower-third graphics, record productions.