

# Ian J Busby

**Videographer / Editor / Digital Media & YouTube Content Specialist**

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Portfolio: <https://busbyvideography.com>

## PROFESSIONAL SUMMARY

Creative with 5+ years of hands-on experience producing creator-driven, YouTube-first content across studio and on-location environments. Skilled in DSLR shooting, lighting, and audio capture, with a strong ability to translate concepts into engaging, platform-native video. Experienced in editing mid- and long-form content with a focus on pacing, retention, and storytelling optimized for YouTube and social platforms. Collaborative, adaptable, and comfortable working in fast-paced production settings aligned with premium entertainment brands.

## PROFESSIONAL EXPERIENCE

### **Apex Photo Studios | *Studio Coordinator / Editor* | Los Angeles, CA Mar 2023 - Present**

- Lead video production for studio and on-location shoots including interviews, branded content, events, podcasts, and creator-style formats
- Execute professional lighting and audio setups across controlled and fast-paced production environments
- Edit mid- and long-form YouTube content along with short-form social media assets
- Organized and Approved Monthly Online Marketing Strategies and paid advertising budgets
- Manage studio operations, scheduling, and on-set coordination to ensure efficient workflows

### **Vail Valley Live | *Video Editor* | Remote Dec 2022 – Dec 2023**

- Edited digital content including documentaries, interviews, and promotional videos
- Maintained strong storytelling structure and pacing while meeting tight deadlines
- Organized media assets and project files to support efficient post-production workflows
- Collaborated with producers to refine edits based on creative direction and feedback

### **InRage Entertainment | *Shooter/Editor & Production Assistant* | Remote Jan 2022 – May 2022**

- Filmed and edited digital and entertainment content including behind-the-scenes and promotional media
- Supported on-set production with camera operation, lighting setup, and content capture
- Contributed to development of creator-style content aligned with social and YouTube trends
- Provided creative input during editing to improve engagement and storytelling

## CORE SKILLS

- DSLR & Mirrorless Camera Operation
- YouTube & Social-First Content Production
- Video Editing: Adobe Premiere Pro, DaVinci Resolve, AVID
- Grip & Lighting Production Experience
- Audio Capture
- Storytelling, Pacing & Retention Optimization
- Creator / Influencer-Style Content Production
- Motion Graphics
- File Management, Versioning & Delivery
- Social Media & Content Optimization (SEO)
- Online Marketing / Paid Advertising Experience

## EDUCATION

California State University, Northridge | Dec 2022 | *Bachelor of Arts Degree – Cinema and Television Arts*

## TECHNICAL TOOLS

- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop)
- DaVinci Resolve
- AVID
- AI Tool Familiarity
- Camera Systems: DSLR / Mirrorless (Sony, Canon, Blackmagic)
- Audio Equipment: Lavalier mics, boom mics, field recorders

## ADDITIONAL QUALIFICATIONS

- Strong understanding of YouTube formats, audience behavior, and retention strategies
- Experience producing creator-style and influencer-driven content
- Ability to work independently on set and adapt quickly to changing production needs
- Highly organized with excellent communication and collaboration skills
- Comfortable iterating quickly based on creative and performance feedback