





DREW KELLER

CONSULTANT | PRESENTER | EDUCATOR

Founder and president of StoryGuide. Consultant and trainer in emerging production practices. Sought-after speaker and writer, working with organizations world-wide to optimize the online video experience.

- Digital and Social Media expert
- 15 years of experience in web video production and delivery
- Award winning video producer and editor

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RECENT WORK EXPERIENCE

- StoryGuide**
July 2010 - Current
CONSULTANT | SPEAKER
Consult with Fortune 500 organizations across North America and Europe on digital media best practices. Developed & maintain online video training site: StoryGuide.net
 - Focus on user engagement, content creation, audience identification & retention, and content marketing.
 - Conference keynote speaker and workshop facilitator.
 - Clients: KPMG, NASDAQ, World Bank/IMF, SWIFT, DTTC, Microsoft, Siemens, Sprint, Southwest Airlines, Ragan Communications, Mayo Clinic, Dallas Children's Hospital, American Academy of Pediatrics, Canadian Blood Service, AVVO, PPL, Omaha PUD, Chesapeake Energy.
- University of Washington**
1997 - Current
INSTRUCTOR
Faculty, University of Washington's School of Communication, Communication Leadership Graduate Program
 - Developed online storytelling, digital media distribution & intensive storytelling courses.
 - Course content includes: content marketing, narrative voices, technology's impact on storytelling.
 - Led six-month documentary program. Student films appeared in film festivals world-wide.
- Microsoft**
2000 - 2010
MEDIA SPECIALIST / PROJECT MANAGER
Media Specialist
 - Edit and manage video production for special events, games, case studies, streaming media and external clients.
 - Consistently led organization in cost-recovery efforts through expertise and efficiency.
 - Developed storytelling workshops for Microsoft employees.

PROJECT EXPERIENCE

- Microsoft**
Jan 2009 - July 2010
MICROSOFT STUDIOS MEDIA PORTAL
Development and site management of Microsoft Studios media portal
 - Project management, site branding, oversight of site architecture, technology requirements, media paths, taxonomy, project timeline, budget, and vendor management.
 - Cross-group collaboration for site integration throughout company.
- PBS**
1995 - 2013
BROADCAST TELEVISION PRODUCTION
Documentary and Children's program producer, writer, editor & designer
 - Programs include: Biz Kid\$, Bill Nye the Science Guy, Master Chef USA, Myth America, Inter|Face
 - Documentaries include: Three Minutes to Change the World, The Meaning of Food, American Master's program "Vaudeville", Huchooseda, Death: Trip of a Lifetime, Moscow Treasures and Traditions

AWARDS & HONORS

National Emmy, Promax, Broadcast Design Award, National Educators Award, Iris, Telly, 9 Regional Emmys

EDUCATION

- Master of Arts**
2007
MASTER OF COMMUNICATION IN DIGITAL MEDIA
University of Washington
RELEVANT COURSEWORK
Digital Media Law, Media Management, Visuals in Technical Communication, Marketing and Branding in Digital Communication
 - Graduated with a 4.0 GPA
- Bachelor of Arts**
1980
BACHELOR OF SCIENCE - BROADCAST JOURNALISM
Boston University
 - Graduated with a 3.8 GPA

PROFESSIONAL SKILLS

PRODUCTION

- Project Management
- Writing
- Producing
- Editing
- Design
- Videography
- Photo
- Sound Design

APPLICATIONS

- Premiere Pro
- Final Cut Pro
- Avid DS
- Avid Media Composer
- Photoshop
- After Effects
- Vegas
- Audition
- Speed Grade
- Dream Weaver
- Camtasia

CONTENT MARKETING

- VSEO
- Adwords
- YouTube
- Qumu
- Kultura
- Brightcove
- WordPress
- Hootsuite