

# Brandon Walker

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## Education

University of Alabama, Tuscaloosa, AL - Ph.D., Educational Leadership with a concentration in Instructional Technology, 2022.

University of Alabama, Tuscaloosa, AL - M.S., Interactive Technology, 2017.

Pyramind, San Francisco, CA - Digital Producer Certificate, Digital Audio and Video Production, 2008.

University of Alabama, Tuscaloosa, AL - B.A., Interdisciplinary Studies, Audio Production, 2007.

## Teaching Experience

### Assistant Professor of Digital Communications

**The University of West Alabama, Livingston, Alabama - (2018 - Present)**

**Courses Taught:** SH100 Principles of Public Speaking  
SH150 Professional Speaking  
IMC240 Creative Photography  
IMC279 Broadcast Practicum/Podcasting  
IMC340 Commercial Photography  
IMC370 Video Production  
IMC430 Media Ethics and Law  
IMC450 Media Campaigns  
IMC490 Social Media Management  
IMC498 Documentary  
IMC498/598 Documentary Post-Production  
IMC498 Advanced Editing  
IMC498/598 Audio for Video Production  
IMC498/598 Lights, Camera, Crew  
IMC570 Broadcast Production  
IMC575 Commercial Video Production  
IMC590 Methods of Social Media

- Designed courses and developed learning objectives to align with departmental guidelines and objectives.
- Responsible for teaching classes on campus, online, and in hybrid formats as needed.
- Responsible for booking, staffing, and equipment maintenance for campus television studio.
- Develop, build, and teach Adobe and Blackmagic Design focused courses in audio, video, motion graphics, and photo editing.

- Serve on Student Media Committee, University Academic Council, COLA Academic Council, Chair - Media Technician Hiring Committee, Departmental Secretary Hiring Committee, Amphitheater Committee, Commencement Production.
- Perform other academic duties as needed to support departmental mission.

### **Scholarly Research/Creative Projects/Grant Writing**

- Produced 9, 1:30 “Rockstar” Videos for International Programs featuring prominent university professors and detailing their program offerings as they relate to international students.
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- Produced 9, 1:30 “Rockstar” Videos featuring prominent university professors and detailing their program offerings as they relate to traditional students.
- Shot and tagged footage of buildings and drone footage of campus to establish and expand campus footage library.
- Served as Co-Pi, and additionally produced storyboards, treatments, and production plans for National Endowment for the Humanities Grant Proposal entitled Historical Ghostlore: Seeing through America’s chilling past.
- Produced video for Social Media in The Classroom Grant Proposal highlighting how we use social media in IMC classes.
- Participated in US Embassy Grant Proposal.
- Produced 4 seasons of TigerTales Podcast.

### **Institutional Service**

- Organized effort, consulted, and assisted in adding LinkedIn Learning to UWA’s library of online resources for faculty, students, and staff.
- Led and completed initiative to certify staff in Blackmagic Design’s DaVinci Resolve video production software and establish UWA as a Blackmagic Design Academic Training and Testing Center. This involved intensive planning, scheduling and coordinating a multi-day on-site training seminar with over 15 faculty, staff, and student participants as well as a software representative (in CA) and industry trainer. We maintain our certification each year through a series of courses and online exams.
- Organized, scheduled, and provided camera support for all UWA baseball and softball home games in Spring 2019.
- Presented sessions on Commercial Photography and Portrait Photography at IMC3 Conference.
- Judged Broadcasting competitions at IMC3 Conference.
- Attended Southeastern Journalism Conference with IMC in Spring 2018, 2019, and 2020.
- Scheduled and shot footage (over 3 days) of the delivery, setup, and tours of the Alabama 200 exhibit at the Black Belt Museum for broadcast on Alabama Public Television.

- Scheduled, shot, edited, and delivered History of Brotherhood multi-cam video project (51 minute run time) for Kappa Alpha Psi Fraternity Tuscaloosa Alumni chapter.
- Conducted interviews and provided production support for Department of History video series.
- Conducted interviews and provided production support for UWA coronavirus response video series.
- Mastered “Stronger Together” album for UWA Fine Arts.
- Produced 5 video series on UWA Rodeo Team focusing on animal welfare, team members, and the local rodeo.
- Designed, built, and launched campus tour-scheduling website for the Department of Communications and Creative Arts.
- Developed and deployed email and social media-based recruitment plan for IMC3 Conference targeting 2 county radius around Sumter contributing to doubled attendance from the previous year (Spring 2023, Fall 2023).
- Recorded, edited, and delivered a large voice-over project for the College of Education’s Project GROW and their Respect in the School Environment Simulation.
- Campus-wide Mass Shooter Training Simulation (Spring 2023). This was a cooperative effort between Athletic Training, Psychology, Nursing, University Police, local emergency services, and student volunteers that involved six meetings and many hours of preparation. I coordinated and deployed ten student media teams to cover pre-event activities, the simulation event, and post-event activities while taking photos. We delivered all media to Strategic Communications.

### **Maintaining Current Knowledge in Discipline**

Defended (5/2022) and published (8/2022) dissertation entitled “Pre-Class Content Learning as a Component of Student Readiness in an Online Higher Education Course.”

### **Presentations**

“Facilitating Practical Wisdom through Simulated Experiences” (2024). Higher Education Character Convening.

“Pre-Class Content Learning as a Component of Readiness in an Online Course” (2021).

Three minute thesis presentation, Technology, Education, & Research Conference (2021).

“Video and Multimedia Accessibility” (2021). Virtual presentation, 2021 University Research Symposium.

### **Certifications:**

Blackmagic Design: Certified Trainer for Introduction to DaVinci Resolve 18

Certified Trainer for Editing with DaVinci Resolve 18

Certified Trainer for Fairlight Audio Post with DaVinci Resolve 18

Certified Trainer for Fusion Effects with DaVinci Resolve 18  
Certified Trainer for Color Grading with DaVinci Resolve 18

Hubspot Academy: Social Media Marketing

## **Professional Experience**

### **Director of Video Services, E&A Team, Inc. Video Services, Tuscaloosa, AL - (7/2017- 5/2018)**

- Provide professional, documentary-style production services for corporate, educational, and real estate clients.
- Responsible for UHD/HD accessible and compliant deliverables for television and web distribution.
- Additionally tasked with developing, testing, and implementing traditional and video based methods of meeting and collaboration for inclusion in live and web based training.
- Provided production and software training for junior staff members.

### **Coordinator of Digital Production Services, University of Alabama, Tuscaloosa, AL - (9/2014 - 6/2017)**

- Recruited, developed, and managed a team of production professionals and paid student staff responsible for all aspects of audio, video, and photography within The Center for Instructional Technology (CIT) for academic, athletic, and administrative University of Alabama clients.
- Developed and implemented data asset management, provided technical support, and produced segments, filmed, and provided relief editing for the Emmy® Award winning television show *Discovering Alabama*.
- Developed, produced, and delivered nationally broadcast ad campaigns for the UA Graduate School featuring prominent athletes and administrators.
- Delivered accessible and compliant end product for broadcast on Alabama Public Television, PBS, CBS, and ESPN.
- Developed and implemented a closed captioning program for CIT and *Discovering Alabama*.
- Collaborated with high level administrators to support faculty and undergraduate research through a series of ongoing video based projects and live events, such as Faculty Research Day.
- Designed and implemented a multi-tiered internship training program focused on developing industry level production skills in students through a partnership with Telecommunications and Film, *Discovering Alabama*, and CIT.
- Continuously produced content in video and motion graphics for social media campaigns and web delivery.

**Multimedia Production Director,  
E&A Team, Inc., Tuscaloosa, AL - (2012 - 2014)**

- Managed a team responsible for the development, production, and delivery of interactive, video-based training courses, advertisements, and eBooks for the housing industry.
- Utilized green screen technology, the latest post-production methods, and visual effects to deliver our interactive courses and eBooks across multiple digital platforms in both English and Spanish.

**Head of Production/Entertainment Coordinator,  
Green Bar, Tuscaloosa, AL - (2011 - 2012)**

- Oversaw audio and video production for over 300 acts including bands, spoken work, burlesque groups, comedians, and mixed media performers.
- Served in a management role as Entertainment Coordinator overseeing booking, promotion, equipment maintenance, stage manager, and artist relation duties for events as small as acoustic performances to multi-act festivals.
- Built business websites and social media presence-including generating all content.

**Creative Content Provider**

**Brandon Walker Productions, Tuscaloosa, AL - (2009 - Present)**

- Provide consulting services for audio, video, and digital media production projects. Mix/master records for bands via a partnership with a local recording studio, as well as various video, graphic, website, and social media development projects.
- Provided production and technical support for inaugural TedX Tuscaloosa event.

**Media Producer/Office Administrator  
Jest in Time Circus, Santa Rosa, CA - (2010)**

- Served as Media Producer, IT Person, and Office Administrator for a traveling clown troupe and science show based in Northern California.
- Provided logistic and technical support for online clown nose manufacturing business. This included inventory management, shipping coordination, and delivery confirmation.

**Skills and Certifications**

Audio, Video, Motion Graphics, Color Correction, Closed Captioning, Course Design, Data Asset Management, Premiere Pro CC, Adobe After Effects, Final Cut Pro, Pro Tools, Logic, DaVinci Resolve, Notion, Articulate Storyline (Rise 360), Camtasia, Adapt Authoring, Blackboard, Moodle, Canvas, Wordpress, and Mac and Windows Office Suites.

**Additional Teaching/Training Experience**

Audio Production, Video Production, Motion Graphics, Color Correction, Closed Captioning, Ableton Live, Final Cut Pro, Premiere Pro, Photoshop, After Effects, Logic

Pro, DaVinci Resolve, and several one-off production classes/training sessions with faculty members to mitigate specific technology related issues in their areas.