

WILL CAMMELL

VIDEOGRAPHER & EDITOR

PROFILE

Videographer and editor with five years of professional experience producing brand, recruitment, athletics, and short-form video for higher education and creative organizations. Currently producing the full slate of video content for Albion College — from interview-driven brand films and advertisements to athletic motion graphics and social campaigns. Strong fundamentals across shooting, lighting, audio, editing, color, photography, drone work, and content strategy. Relocating to the Detroit Metro area.

PROFESSIONAL EXPERIENCE

Albion College — Marketing & Communications

Videographer & Editor | April 2024 to Present | Albion, MI

- Shoot, light, capture audio, and edit talking-head interviews, brand videos, advertisements, campaign videos, and short-form social media content for admissions, athletics, and institutional marketing.
- Partner closely with the social media manager to develop and execute Albion's 2025–2026 social media content strategy across platforms.
- Design motion graphics that helped revamp Albion's athletic branding, plus GIF asset packages for every varsity sports team's media day.
- Operate drone for aerial coverage and shoot event photography alongside video — frequently delivering both photo and video assets from a single assignment.
- Established a centralized video asset management and archival system for the Marketing & Communications department's full photo and video library, and contributed to the initial \$25,000 equipment procurement.
- Mentor and train marketing interns in photography, videography, lighting, audio, and post-production fundamentals.

Bronco Productions

Creative Associate & Technical Director | October 2019 to December 2023 | Kalamazoo, MI

- Filmed and edited hype, highlights, intro, and promotional videos on Sony A7sIII and Premiere Pro for all of WMU's Division I sports teams.
- Created motion graphics in After Effects for both social media distribution and live jumbotron use during home games.
- Served as technical director for the broadcast crew from sophomore through senior year, on ESPN home game broadcasts for basketball, volleyball, and football.

WMU Football

Creative Intern | August 2022 to December 2022 | Kalamazoo, MI

- Trusted as sole editor on WMU Football's weekly pregame hype videos, shown only to the team and coaching staff directly before taking the field.
- Filmed home and away football games and created motion and still graphics using After Effects, Blender, and Photoshop.

Business Connect LLC

Videography Intern | August 2021 to December 2021 | Grand Rapids, MI

- Storyboarded, pitched, shot, and edited videos for the Business Connect Instagram channel; assets were also used by the sales team at conferences and events.

Western Michigan University Socials Team

Content Creation Intern | April 2020 to August 2020 | Kalamazoo, MI

- Managed filming, editing, and idea pitching for WMU's official TikTok and Instagram pages — contributing to a 19% increase in engagement rate from summer 2019.

CONTACT

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Location
Albion, MI
Relocating to Detroit Metro

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CORE COMPETENCIES

Premiere Pro, After Effects, Lightroom
Video Production, Cinematography,
Lighting
Photography, Editorial and Event Coverage
Editing, Motion Graphics, Color Grading
Drone and Aerial Cinematography
Audio Capture and On-Location Sound
Social Media Strategy and Short-Form
Content
Asset Management and Archival Systems
Team Mentorship and Intern Training
Equipment Budget Allocation

SOFTWARE

Adobe Premiere Pro
Adobe After Effects
Adobe Lightroom
Adobe Photoshop
Final Cut Pro
Blender (3D)

CAMERAS & GEAR

Canon R5 C, EOS C100
Sony A7sIII, A6300
Nikon Z5
Blackmagic URSA Broadcast G2
Gimbal and Drone Operation

RECOGNITION

MIX Southwest Michigan Design Day 2023 — invited panelist on AI in video production.

MLive feature (June 2023) on AI tools and 3D editing techniques in music video production.

EDUCATION

Western Michigan University
B.A. Film, Video & Media Studies
Minor in Business
GPA: 3.52 | 2019–2023

