

Zach Delaune

Creative Director | Producer | Video Editor

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I am an award winning director, editor, and AR/VR specialist with over 8 years experience creating interactive, immersive, educational, and engaging digital content for companies such as Walmart, Meta, FedEx, and many others.

EXPERIENCE

Freelance

Apr 2023 - Present

Creative Director / Video Editor

Los Angeles, CA

- **Beverly Hills Education Foundation** - Creatively edited a fundraising campaign video effectively raising \$100,000+
- **Skills VR** - Led creative direction on VR training experience script development, on set direction, and delivery for a national bank

Litera Microsystems

Aug 2022 – Apr 2023

Customer Content Producer / Video Editor

Los Angeles, CA

- Produced and edited 30+ hours of internal educational video content, training 1000+ employees
- Utilized CMS tools to successfully merge content from 3 external acquisitions

Mira Labs (Apple)

Feb 2022 – May 2022

Customer Content Strategist / Video Editor

Los Angeles, CA

- Produced 360 ad campaigns generating 100k+ impressions and increasing web traffic by 300%
- Strategized, produced, and managed all digital content via Contentful prior to an acquisition by Apple

Storyfile Inc.

May 2021 – Feb 2022

Assistant Editor / Director

Los Angeles, CA

- Organized, produced, and edited an interactive AI volumetric capture experience starring William Shatner
- Directed, shot, and edited all 9 educational videos for the StoryFile Life learning center, successfully onboarding 1000+ new users and aiding Storyfile in winning the Top SaaS award for Education

Supernatural VR (Meta Platforms Inc)

Sep 2020 – May 2021

Director / Editor

Los Angeles, CA

- Directed and edited fitness coaches in 100+ stereoscopic immersive 3-5 minute workouts enjoyed by 100k+ users
- Pitched, produced, and launched 2 large scale social media campaigns leading to an acquisition by Meta Platforms

STRIVR

Jan 2019 - Aug 2020

Creative Director

Los Angeles, CA

- Led a multidisciplinary team of 15+ in creating 10+ interactive and educational VR experiences for national and international clients
 - 7 of the experiences were deployed to 17k+ headsets across Walmart stores in the US resulting in a 30% increase in employee training retention
- Managed project development through conceptualization, budgeting, scriptwriting, storyboarding, UX design, production, post-production, and delivery
- Directed technical crew, actors, and voice over artists across all stages of production

Trifecta Communications

Jan 2016 – Aug 2018

Creative Director

Oklahoma City, OK

- Created a statewide interactive AR scavenger hunt application and cross-platform adventure called *Folk Secrets*
 - Won 5 Gold ADDY Awards in 2018 for Art Direction, Interactive Campaign, Webisode Series, Illustration Series, Sales Kit, and a Jef Fontana Humor Award
- Executed all levels of production, direction, filming, stitching, and editing of all 360° video content
- Produced and edited 100+ traditional video ad campaigns for 20+ retainer clients including the Boy Scouts of America, Oklahoma City Thunder, and the University of Oklahoma

EDUCATION

University of Oklahoma

2012 - 2016

BA Film and Media

Norman, OK

SKILLS

- **Technical Skills:** Adobe Premiere Pro, After Effects, Audition, Illustrator, InDesign, Photoshop, Unreal Engine (Beginner), Unity Engine (Beginner), Davinci Resolve, Figma, Resilio, Airtable, Contentful, Asana, Miro, Frame.io
- **Practical Skills:** Content Strategy, Design Thinking, Writing & Storyboarding, On-set Production & Direction, Brainstorming, Public Speaking, improvisation