

JULIE ROONEY

EDUCATION

MFA, The University of Colorado
Studio Art: Film and
Integrated Media Arts Practice
May 2013 | Boulder, CO

BA, DePauw University
Studio Art: Video
Magna Cum Laude
May 2009 | Greencastle, IN

Exchange, The Glasgow School of Art
Animation and Illustration
Spring 2008 | Glasgow,
Scotland, UK

SKILLS

Video

Videography and video editing
Color Correction, titles, and effects
Producing and client communications
Interviews, lighting, and audio design
Content creation and delivery
across multiple digital platforms

Software

Premiere, Photoshop, InDesign,
Illustrator, After Effects, Final Cut X
Google Suite, Google Analytics

Design

Print and digital graphic design
Illustration
Web Design
Mood boards, forecasting, research

EXPERIENCE

Lead Video Editor

Dancing Camera | NYC and Denver, CO | January 2018 - present | dancingcamera.com

- Produced, filmed, and edited marketing videos, promotional materials, performances, and documentaries for clients in Colorado and NYC, including The Guggenheim, PBS, AllArts, The Denver Art Museum, and others
- Created complete video production, including filming, interviews, editing, color correction, and audio design
- Lead production and management of projects and equipment assets

Videographer and Video Editor

Dancing Camera | NYC | February 2015 - December 2017 | dancingcamera.com

- Created exciting documentaries, video promotions, and marketing videos for NYC-based dance and art companies with a unique focus on movement and story
- Provided videography, video editing, and color correction on a team and individually
- Observed strict deadlines while operating in intense on-location environments for clients

Director of Marketing and Graphic Design

The Yard, Inc | Martha's Vineyard, MA | December 2017 - April 2020 | dancetheyard.org

- Responsible for building The Yard's brand and managing its graphic and communication channels for all programs run by The Yard.
- Conducted market and graphic design research, gathered and analyzed marketing data
- Designed all print and web graphic content, including show posters, programs, and forms
- Introduced and executed video-forward marketing strategies
- Forecasted and managed the marketing budget for print and online media

Videographer and Video Editor

Rapt Productions | San Francisco, CA | May 2017 - November 2017 | raptproductions.com

- Documented live performances and created video edits and sizzle videos for organizations like the San Francisco Ballet, City Dance, World Arts West, and others
- Worked in a fast paced team environment while also assuming individual responsibility for video shoots on site

Visiting Assistant Professor: Digital Art and Video Art

Indiana University | Bloomington, IN | August 2016 - May 2017 | studioart.indiana.edu

- Developed courses, class structure, and syllabus for graduate and undergraduate classes in video art theory, digital art theory, and studio practice
- Served on graduate committees for MFA completion; counseled students across all levels individually on project work
- Continued ongoing research interests to maintain discipline expertise; collaborated with faculty and facilitated department events

Videographer, Video Editor, Project Manager

Freelance | Boulder, CO | May 2011 - August 2014

- Produced, filmed, and edited a wide range of video projects for clients, including promotional material, social media assets, and projected content
- Incorporated a wide range of video and graphic design tools, including motion graphics, After Effects animation, and live projected video, and color correction
- Maintained and developed client relationships and provided creative direction and conceiving for projects and campaigns

Graphic Designer

FBF Originals, Inc. | Martinsville, IN | March 2010 - August 2018 | FBForiginals.com

- Created original graphic design and illustrations for the largest domestic novelty sock company in the United States
- Managed and designed knit product for major clients such as the NFL, NBA, NCAA, MLB, National Parks, and others
- Adhered to strict licensure guidelines and hard deadlines while moving orders from creative briefs through conceptualization to final product deliverables

PORTFOLIO

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Julie Rooney

Videographer and Video Editor

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Client Experience, Abbreviated List

“Isolation To Creation” Docuseries

Produced by Works & Process at the Guggenheim, 2021

New York City

Screenwriter, Lead Video Editor

- Edited this four part docuseries about NYC artists during the Covid-19 pandemic, which premiered on AllArts and PBS
- Assembled the narrative and created the story from many hours of production footage
- Worked with a team to see the project through technical and artistic stages, including overseeing several assistant editors
- Assisted in the marketing and media packaging of the docuseries

The Juilliard School “Group 50” Films

New York City

Video Editor

- Edited three feature length films for The Juilliard School, which served as the Class of 2021 acting student’s final performance
- Handled and selected takes from many hours of full production footage
- Worked closely with three directors - Danya Taymor, Shaun Tubbs, and Jade King Carroll
- Collaborated with an audio design, color correction, and artistic team through technical and artistic stages
- Cleaned all dialogue

Southern Plains Land Trust

Lamar, Colorado

Videographer, Video Editor

- Created a short documentary about the wildlife preserve for the organization’s promotional needs
- Filmed wildlife in their natural habitat
- Assembled the narrative, edited the documentary

Dance Theatre of Harlem, 2021

New York City

Video Editor

- Edited a short documentary about the company’s work on the Hazel Scott ballet

- Edited a lecture/demonstration video for the company's teaching needs
- Edited made-for-film dance performances
- Created color correction and sound design

Solomon R. Guggenheim Museum, 2019 - 2021

New York City

Videographer, Video Editor

- Created promotional videos for the Guggenheim's "Works & Process" series
- Edited teaser videos to showcase the "Works & Process" featured artists
- Filmed on location at performances for use in later promotional material

Merce Cunningham Foundation, 2019

Los Angeles, CA; London, UK; New York City

Videographer

- As part of the "Cunningham 100" celebration, captured creative video documentation of the rehearsal process of international dancers being taught by Cunningham alumnus
- Conducted interviews with all participants
- Created a schedule for the multiple weeks of on-location production, filming each day to capture the breadth and passion of the ambitious project

Denver Art Museum, 2019 - 2021

Denver, CO

Videographer and Video Editor

- Filmed on-location mini documentaries of the museum's Education and Outreach programs, including the "UNTITLED" nights at the museum, and the "Art Club" senior citizen events
- Edited the footage into social media ready promotional videos
- Presented the footage to the organization as high quality, color corrected videos
- Conducted wayfinding meetings to brainstorm new video content for the museum

The Yard, Inc, 2017 - 2021

Chilmark, MA

Director of Marketing, Video Editor, Videographer

- Created strategy to guide the organization towards a video-forward marketing plan, with alignment with the organization's leadership and data analysts
- Filmed documentation of Yard events for video promotional materials
- Edited narrative-driven videos of The Yard's artist, community, and education programs for The Yard's website and social media channels
- Assisted and mentored The Yard's video and marketing interns
- Redesigned The Yard's website

Orchestra of St. Luke's, 2019- 2020

New York City

Video Editor

- Edited videos to populate the orchestra's YouTube channel. Videos include performances, conductor interviews, and promotional materials
- Used many cameras across multiple takes to unite the footage into beautiful videos of the orchestra's performances

Safety Third Productions, 2019

Los Angeles, CA

Video Editor

- Crafted an artistic video edit for the short film "River"
- Working from provided footage, created the narrative arc and direction
- Color corrected and processed the video for digital distribution

The Westword, 2019

Denver, CO

Videographer and Video Editor

- Filmed The Westword's 2019 "Feast" event
- Created a social media ready, upbeat promotional video on a tight deadline

Boulder Ballet, 2019 - 2020

Boulder, CO

Videographer and Video Editor

- Filmed on-location mini documentaries of the ballet's rehearsals for "Behind The Scenes with The Boulder Ballet" video series
- Edited the footage at various lengths for social media distribution
- Documented full length shows, presented the color corrected footage for USB distribution

Fred Astaire Dance Studios (Midtown NY and Downtown NY), 2015 - 2020

New York

Video Editor

- Created high energy edits of the performances that reflected the upbeat experience
- Edited promotional videos of the showcases for online distribution

DanceNOW NYC, 2018 - 2019

New York City

Video Editor

- Crafted a series of promotional videos from performance documentation to showcase the festival's performing artists on their website and social media channels
- Edited multicam documentary footage for DanceNOW's archives and artist use

Abraham.In.Motion, 2018 - 2019

New York City

Video Editor

- Edited promotional videos of this dance company's performances including "State" and "Indy", to be shared on their website and social media channels
- Distilled full dance pieces into their most crucial elements, and artfully recombined them

Calpulli Mexican Dance Company, 2017 - 2019

New York City

Video Editor

- Edited promotional videos of the company's upcoming performances
- Edited documentaries about the Calpulli Community and Outreach programs, which included interviews from participants, show footage, and rehearsal footage
- Created documentation edits of full shows by combining multiple cameras into performance films

Lumberyard, 2017 - 2018

New York City

Video Editor

- Edited interviews and rehearsal footage into narrative driven mini-documentaries about The Lumberyard's visiting artists
- Highlighted the positive experience and creative output of the artists
- Artists included Raja Feather Kelly, Kei Takei, Vicky Schick, Robbie McCauley, and Cynthia Hopkins

Robert Rauschenberg Foundation, 2015

Captiva, FL

Videographer

- Traveled to the Rauschenberg Residency center to document its "Rising Waters" initiative
- Captured creative video documentation in a number of locations of the artists' activities as well as interviews with Rauschenberg leadership

Show Documentation For Dance Artists, 2011 - 2020

New York City, San Francisco, Denver, Boulder

Video Editor

- Edited multicam videos into films of artists' performances
- Clients include: Dorrance Dance, Music from the Sole, Ballet Collective, Calpulli Mexican Dance Company, Fred Astaire Dance Studios, Susan Marshall, Abraham.In.Motion, Ben Munisteri, Ragamala Dance Company, private Arangetrams, Smuin Ballet, World Arts West, Sean Dorsey Dance, The San Francisco Dance Film Festival, The University of Colorado Department of Theatre and Dance, Kate Speer, Ondine Geary, and many more