

thaddeus setla

www.setla.com / thaddeus@setla.com

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VIDEO CONTENT PRODUCER

Working on all levels with diverse clients to create engaging video content. From concept, production through distribution my experience has allowed me to build out a client's entire story telling ecosystem and get the most out of video content.

Masterclass in filmmaking with [Werner Herzog](#) 2016

MUSE Storytelling Course with [Stillmotion](#) 2016

MZED: Illumination Tour - [Shane Hurlbut, ASC](#) 2014

MZED: Directing Motion Tour - [Vincent Laforet](#) 2014

MZED: Cutting Edge Post Production Tour - [Adam Epstein](#) 2014

MZED: Visual Storytelling - [Alex Buono](#) 2014

Setla Film Productions – Owner/ Director of Photography/ Producer/ Editor

1/2006 – Present

Directed, Produced, Filmed, Edited and delivered commercials, promotional videos, educational series, WebTV series, training videos, short films, and documentaries. Clients include American Heart Association, American Stroke Association, History channel, Discovery Channel, G4TV, Colliers International, Benechill, Zoll Medical, Physio Control, EMS Today (JEMS), EMS World Expo (Cynigus Media), American Medical Response, Magnum Boots USA, San Francisco Paramedic Association, BV Winery, Rosenblum Cellars, Diageo, University of Arizona.

Long Term Projects Include

[Envision Healthcare](#) - Producer/ DP/ Editor

6/2015 – Present Working with Envision Healthcare and its sister companies American Medical Response, EmCare and Evolution Health to ensure all video has a consistent look and feel for branding. Scripting, producing, shooting and editing of content for internal and external marketing purposes.

[First Responders Network](#) - Executive Producer/ DP/ Editor

2/2011 – 2015 Created online video network for and about first responders. Building worldwide audience, online video campaigns and bridging the gap between the first responder audience and companies selling to them.

[CodeSTEMI.tv](#) - Executive Producer/ DP/ Editor

11/2011 – 2014 Created a content marketing strategy solution for Physio-Control. A Documentary Series focused on telling their customer story.

[Seat at the Table](#) - Executive Producer/ DP/ Editor

2/2009 – 2014 Studio web series focused on bringing topics that impact public safety, police, fire and EMS to the forefront of discussion.

[FRN University](#) - Executive Producer/ DP/ Editor

6/2010 – 2014 Creating immersive educational content for the healthcare community to improve audience retention and engagement.

Sony F5 & F55 Specialist - [Facebook User Group](#)

12/2012 – Present

Working to support owner/ users of these Digital Cinema Cameras. Admin for F5 & F55 [Facebook](#) Support page.

American Medical Response – Producer/ Cinematographer/ Editor/ Paramedic

12/2004 – Present

Produced, edited local and national commercial content for multiple divisions of AMR. Created broadcast content for employee communications AMRtv.

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Art Institute Online: Interactive Media Design 2001 - 2003
Sony CineAlta 4k Product Certification - Workflow solutions expert 2013

Professional Character

PASSIONATE
TEAM PLAYER
SERVICE ORIENTED
ABSOLUTELY RELIABLE!
PROFESSIONAL
HONEST
CREATIVE
SINCERE

Project Skills

TV/ BROADCAST
WEB SERIES
SOCIAL MEDIA CAMPAIGNS
(MANAGE 5 FACEBOOK PAGES 8 TWITTER ACCOUNTS)
CONTENT MARKETING
BRAND MARKETING
COMMERCIALS
STORYBOARDING
CONCEPT DESIGN

Editing Skills

FCPX
PREMIERE CC
DAVINCI RESOLVE
MOTION,
COLOR

Cameras I Own & Operate

ARRI AMIRA
SONY PMW F55
SONY EX3
SONY A7S
GOPRO HERO4

Cameras Operated

CANON C300/ C500
CANON 5D MIII
CANON 1DC
SONY F900
PANASONIC VARICAM
RED