

# RON ACORD

## Multimedia Specialist

📞 713.992.4169

🌐 www.ronacord.com

✉️ ronacord@outlook.com

📍 Kennesaw, GA

🌐 [linkedin.com/in/ronacord](https://www.linkedin.com/in/ronacord)

## EXPERIENCE

### Multimedia Web Manager

#### MoneyGram International

📅 04/2023 - 07/2024 📍 Atlanta, GA

- Boosted MoneyGram's brand engagement by {25%} through innovative motion graphics and engaging video content
- Pivotal role as Multimedia Manager in amplifying MoneyGram's brand
- Collaborated on the HAAS F1 Racing sponsorship, showcasing proficiency in video editing and creative direction
- Led to heightened customer engagement and new customer acquisition
- Instrumental in executing MoneyGram's holiday campaigns and country strategies with visually compelling narratives
- Successfully built customer relationships and strengthened the brand's market position

### Multimedia Specialist

#### TK Elevator

📅 09/2013 - 11/2022 📍 Atlanta, GA

- Responsible for all creative video, animation, and photography content produced for the North American Market
- Lead the development of successful case studies, sales content, SEO value for New Installation, Service, and Modernization business units.
- Elected Head of Global Video & Image under ThyssenKrupp's €17 Billion elevator division for TK Elevator's brand campaign efforts
- Built the creative team's global content management system used by 4,000+ employees for company and personal branding representation
- Contributed key process visualizations for the 50 Hudson Yards Project - \$130m contract
- Served as Global Head of Video & Photo for TK Elevator's brand evolution
- Provided full campaign image/animation support for major elevator product launches: endura MRL, AGILE, MAX, TWIN, EOX

### Multimedia Designer

#### The Beck Group

📅 06/2007 - 09/2011 📍 Dallas, TX

- Collaborated with {3} production teams to craft animation visualizations, enhancing communication on major design projects.
- Produced videos and visualizations for First Baptist Dallas Building Campaign which raised \$115 million
- Visualization support for Kimbell Art Museum - Piano Pavilion Expansion design/build project

### Operator

#### Ron Acord Photography, LLC

📅 09/2011 - Concurrent 📍 Dallas, TX - Kennesaw, GA

- Developed {150+} multimedia content pieces for {20+} brands, meeting diverse client requirements
- Notable Clients - General Electric, Thyssenkrupp AG, Mark Spain Real Estate, TK Elevator, Kimbell Art Museum, Duke University, Wells Fargo, Ritz Carlton, Mannatech, Qatar Airways
- Solid understanding of different cameras, lenses, and audio equipment, with the ability to choose the right tools for each project
- Strong knowledge of lighting techniques, composition, and camera movement to capture visually stunning and impactful footage
- Demonstrated experience in managing video projects from concept to final delivery

## SUMMARY

Creative Brand Builder specializing in Video, Motion Graphics, and Photography

## SKILLS

Creative Strategist

Brand Builder

Video production

Video Editing

Motion Graphics

Concepting

Animation

Writing

Lighting

Studio/Field Production

Compositing

Agile Management

## TOOLS

Adobe Creative Suite

Photoshop

Premiere Pro

After Effects

Audition

Illustrator

3d Studio Max

V-Ray

Content Management Systems

Microsoft

DSLR & Mirrorless

## EDUCATION

### B.A. in Media Arts & Animation

#### The Art Institute of Houston

📅 2003 - 2007 📍 Houston, TX