



# NICKMASTON

VISUAL STORYTELLING & CINEMATIC CONTENT

## CONTACT

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## SKILLS

- CREATIVE DIRECTION
- ART DIRECTION
- CONCEPT DEVELOPMENT
- VISUAL STORYTELLING
- BRAND DEVELOPMENT
- COPYWRITING
- MOTION GRAPHICS
- ANIMATION
- VIDEO/CINEMATOGRAPHY
- PHOTOGRAPHY
- LIGHTING
- DRONE PILOT
- COLOR GRADING
- VIDEO EDITING
- POST-PRODUCTION
- SOUND DESIGN
- ADOBE CREATIVE SUITE
- PROJECT MANAGEMENT
- CLIENT RELATIONS
- SOCIAL MEDIA CONTENT
- TREND AWARENESS
- ADAPTABILITY
- PROBLEM SOLVING

## AWARDS

- REGIONAL GOLD ADDY**  
Addy Awards 2020 - It's Your Game
- GOLD ADDY - VIDEO & SOUND**  
Addy Awards 2020 - Back to Work
- GOLD ADDY - CROSS-PLATFORM**  
Addy Awards 2020 - It's Your Game
- SILVER ADDY - VIDEO & SOUND**  
Addy Awards 2020 - Fun Gus
- SILVER ADDY - DIGITAL**  
Addy Awards 2020 - Outbreak
- YOUNG ONES MERIT WINNER**  
The One Show 2020 - Fun Gus
- BLACK D: BEST OF STUDENT**  
The D Show 2019 - KIT

## SUMMARY

Multidisciplinary creative with 7+ years of experience spanning art direction, content production, photography, and cinematography. Built and led an in-house production studio from the ground up at a creative agency, becoming the sole force behind a department that handled everything from concept to final delivery. Known for leading productions end-to-end with the range to work solo or alongside full production crews, across automotive, lifestyle, and branded content. Equally comfortable behind a camera and in a creative brief.

## EXPERIENCE

### SR. ART DIRECTOR & DIRECTOR OF CONTENT PRODUCTION

Functioned as an internal production department, concepting, shooting, directing, editing, and delivering branded content across a diverse roster of clients including Boyd Group (Gerber Collision & Glass), Pep Boys, DRIV (MOOG, Monroe, Wagner, Champion, Rancho), I-CAR, Lordstown Motors, Holcim, and Amrize. Accumulated 300+ shoot days over five years, leading productions with crews ranging from solo runs to 20-person teams. Managed logistics, talent, equipment, and creative execution simultaneously, often problem-solving on the fly with minimal pre-production. Designed a Top Fuel dragster wrap for NHRA competition, working closely with sponsored drivers and race teams. Reduced reliance on external vendors by bringing shoot and post-production capabilities in-house.

**PUSH 22**  
Bingham Farms, MI  
2021-2026

### FREELANCE DRONE PILOT & CINEMATOGRAPHER

Contracted to capture aerial footage for Priority Waste, filming operational vehicles across residential neighborhoods and freeway environments.

**EIGHTFOLD**  
2025

### FREELANCE CINEMATOGRAPHER & EDITOR

Sole shooter and editor on an ongoing content contract documenting the heart of Farmington, MI for the city's digital and social presence. Filmed at farmers markets, community events, breweries, coffee shops, skate shops, bakeries, art studios, and the historic Farmington Theater, capturing interviews with local vendors, business owners, and community members. Produced social videos, business highlights, and event coverage designed to translate the feeling of the community to a digital audience. Content contributed to Farmington's winning submission for the Great American Main Street Award.

**CITY OF FARMINGTON**  
Farmington, MI  
2022-2024

### ART DIRECTOR

Developed creative content across social media, email, and digital for clients in the healthcare, mortgage, and cannabis industries. Managed and produced social content for Joyology, a cannabis lifestyle brand, including bright, high-energy campaigns and original stop motion animated video. Created social and web assets for mortgage brands including PennyMac, RocketTPO, and TMS. Produced employee interviews and LinkedIn video content for internal and brand communications.

**LUDWIG+**  
2020-2021

### FREELANCE VIDEO EDITOR

Brought in remotely to overhaul and complete a stalled video project for an insurtech platform. Edited a flagship 3 minute product overview video alongside three individual product cutdowns, each diving deeper into specific offerings. Collaborated with the UX team to accurately incorporate app interface screens and product functionality into the final deliverables.

**SUREIFY LABS**  
San Jose, CA  
2020-2021

### FREELANCE VIDEO EDITOR

Edited a short documentary-style fundraising video highlighting a hunger crisis in Kenya's Rift Valley, assembling provided footage and script into a compelling 5-minute call-to-action for donations.

**GLOBAL HEART JOURNEYS**  
2020

### FREELANCE PHOTOGRAPHER & EDITOR

Captured lifestyle and street photography throughout Royal Oak to support the launch of a new residential apartment complex. Shot retail photography of units alongside community imagery of local markets, shops, and neighborhoods to attract potential residents.

**THE ROY**  
2020

### ART DIRECTOR INTERN

Worked on Ford's Truck & SUV creative team, contributing to campaign ideation, content production, and on-set supervision across multiple shoots. Attended and supervised shoots for Ford F-150 campaigns including a truck emoji launch video and a Truck Life how-to series covering topics like payload securing, knot tying, and motorcycle transport. Conceptualized and produced "Back to Work," a Carhartt campaign that won a Gold Addy Award in Film, Video & Sound. Offered a full-time position at the conclusion of the internship.

**GTB**  
2019

## EDUCATION

**COLLEGE FOR CREATIVE STUDIES**  
Bachelor of Fine Arts - Advertising: Design

**MACOMB COMMUNITY COLLEGE**  
Associate of Arts - Media and Communication Arts  
Certificate - Marketing: Advertising