

# WILLIAM ALAN HARRIS

filmmaker & art director

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## EXPERIENCE

### **BooneOakley**

2022 - Present

#### **Art Director**

- Elevated the social media presence of emerging distillery Sextro Vodka with Creative Directors, including concepting, directing, shooting, and editing a comedic campaign for the brand that garnered over 100k views.
- Ideated and executed interactive artwork designs for tourist destination Destin-Fort Walton Beach Florida to increase guest traffic on Destin's official website, including hiring artists to design elevator artwork wraps, which outperformed all other OOH ads.
- Collaborated with a creative team to storyboard, pitch, and cast crew and talent for a TV spot for Tire Pros.
- Art directed and edited the homepage animation for a premiere architecture group, Grandfather Homes.

### **Mia Gladstone x Teezo Touchdown "Open Letter" Music Video**

2022

#### **Director and Video Editor**

- Conceptualized a multimediam music video, created a pitch deck to present and get approval on the treatment by both artists and their teams.
- Supervised producers to source crew, locations, and props.
- Negotiated budgets with a CGI artist and oil painter to keep costs within a limited budget.
- Directed a DP to shoot 14,000 photos to create a stop motion-styled video.
- Edited the music video working with thousands of photos to create motion and worked with CGI assets.
- Creative directed additional music videos to promote Mia Gladstone's *LOOPY* album release.

### **Birds Aren't Real**

2022

#### **Freelance Video Editor**

- Developed a non-linear editing technique for the web series *The Truth Report* featured on the Birds Aren't Real YouTube channel to play into the movement's satirical tone.
- Created a pre-speech video that summarized the movement to introduce Peter McIndoe and Connor Gaydos at the Brilliant Minds 2022 Event and TEDxVienna.
- Edited a trailer to promote and gather attendance for a B.A.R. Rally at Washington Square Park in New York City, garnering over 300k views.

### **Gelatin Labs**

2020 - 2022

#### **Freelance Creative Strategist, and Video Editor**

- Developed content strategy for Instagram leading to an increase of 10k followers within a year.
- Created "Gelatin 9" and "Gelatin Picks", two monthly features still used by the company to increase consumer engagement and brand loyalty by curating client work and their reviews of the company.
- Designed graphics and edited videos for Instagram content.

### **Neon**

2021

#### **Freelance Video Editor**

- Edited multiple thematic social trailers for the Neon films *The Forest* and *New Order*.
- Edited thematic social trailers in collaboration with a Motion Media Designer.

### **Carolina Sarria x Andy Warhol Foundation Capsule Collection**

2021

#### **Freelance Videographer, Editor**

- Shot and edited social media and press trailer videos.
- Created fashion films and graphic design elements for the press and social channels of Carolina Sarria.

## EDUCATION

### **Savannah College of Art & Design 2021**

Bachelor of Fine Arts in Advertising and Branding | Concentration in Art Direction | GPA: 3.91/4.00 | Summa Cum Laude

## ACCOLADES

### **Augusta AAF, District 7 Gold Award 2021**

Uniqlo Concept Campaign - Uniqlo *Basics*

### **Young Ones Client Brief Bronze Award 2020**

Vans Concept Campaign - Vans Pro *Stunt Double*