

# Milton Grays

## **Videographer/Producer**

Dallas, TX

[milton@mdgproductions.org](mailto:milton@mdgproductions.org)

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### ABOUT MDG PRODUCTIONS/MILTON GRAYS (OWNER)

MDG Productions is a full service videography company, specializing in business branding, corporate, real estate, lifestyle, and event content. As the owner, Milton Grays has over 10 years experience creating, producing, and marketing content for a multitude of organizations and influencers. He was previously the Director of Marketing for the Dallas Regional Chamber, working with hundreds of high level and Fortune 500 companies on marketing initiatives (AT&T, Dallas Mavericks, American Airlines, etc.). He was also the Senior Manager of Content Marketing and Social at Lids Sports Group where he led million dollar content campaigns to creatively sell product nationwide and internationally.

MDG productions works to meet client expectations as each video offering is tailored to the specific needs of the organization. For inquiries, please contact 810-348-3485 or [milton@mdgproductions.org](mailto:milton@mdgproductions.org).

Open for freelance/retainer/contract work.

Authorized to work in the US for any employer

## Work Experience

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### **Owner**

MDG Productions - Videography/Photography

July 2017 to Present

Sample Videos (Contact for additional examples)

Corporate/Business Features:

- <https://vimeo.com/showcase/9112434>
- <https://www.youtube.com/watch?v=t1ttQVDY0AQ&t=1s>
- [https://www.youtube.com/watch?v=X\\_jA0\\_1h8aA&t=41s](https://www.youtube.com/watch?v=X_jA0_1h8aA&t=41s)
- <https://www.youtube.com/watch?v=BQ2qtQ4OS2k>
- <https://vimeo.com/showcase/9112434>
- <https://www.youtube.com/watch?v=f1DujHK24NE&t=114s>

Product/Influencer/Celebrity:

- <https://www.instagram.com/p/CIYikOTgb15/>
- <https://www.youtube.com/watch?v=RBuRI0mIjxM>
- [https://www.instagram.com/p/Cfr\\_ezOJ3Li/](https://www.instagram.com/p/Cfr_ezOJ3Li/)
- <https://www.instagram.com/p/CSrmXnJnwKb/>
- <https://www.instagram.com/p/CPGZroan3Dm/>
- <https://www.youtube.com/watch?v=ULNxi1ErsT8>
- <https://www.youtube.com/watch?v=ULNxi1ErsT8>

- <https://www.youtube.com/watch?v=BTdrQMIIcQ0>
- [https://www.youtube.com/watch?v=O-rO\\_tbRhWM&t=7s](https://www.youtube.com/watch?v=O-rO_tbRhWM&t=7s)

Luxury Residential Real Estate:

- <https://vimeo.com/showcase/7754715>

Commercial Real Estate:

- <https://vimeo.com/showcase/7754705/video/561949525>
- <https://www.dropbox.com/sh/0kw64b8dj3vdqud/AADuCh1BsM3zDZ9ZDVSCPwLMa?dl=0>

## **Senior Manager, Content Marketing and Social Media**

Lids Sports Group - Indianapolis, IN

July 2020 to August 2021

- Led all content marketing and social media efforts for Lids Sports Group.
- Created and executed marketing campaigns for Lids hat releases, social media influencers, and marketing partnerships.
- @Lids on Instagram, Facebook, and Twitter.

## **Director of Marketing**

Dallas Regional Chamber - Dallas, TX

June 2018 to July 2020

- Created, directed, and produced video content for Say Yes to Dallas Talent Attraction Marketing campaign.
- Utilized multi-system platforms successfully to review and research a wide range of businesses, civic, media and regional conditions and events with the Chamber's direct target market.
- Completed Project Management activities in accordance with organizational policies and procedures.
- Engaged with 100+ skilled professionals across the Dallas region by building strong relationships and cross-collaboration with publisher, agency partners and internal departments thereby maintaining a comprehensive marketing strategy.
- Created monthly reports for new and existing film projects, managing deliverables in a timely fashion.
- Fostered effective brand awareness through development and management of social media platforms and the corporate website and blog, which increased social media engagement significantly.
- Secured and executed over \$200,000 in individual and corporate sponsorships annually.

## **Marketing Manager**

Dallas Regional Chamber - Dallas, TX

February 2017 to June 2018

- Acted as liaison between the Chamber and external partners while striving for continuous improvement.
- Communicated strategies and objectives to 30+ stakeholders throughout the organization through written and oral correspondence.
- Facilitated an interactive platform in the organization through the summer periods for college interns in the Dallas Region to connect and network with their peers, build relationships and brainstorm on their personal and collective upward mobility.
- Managed and maintained life-cycle of the creative team and implemented methodologies into creative flow, which increased productivity by 30%.
- Created, implemented and evaluated process controls and collaboration company-side while ensuring compliance to company policy and regulations.

## **Project Manager, Technical Services**

University of Florida - Gainesville, FL

August 2014 to August 2016

- Developed and implemented a policy and process documentation for reference and clear information route.
- Coordinated and conducted educational training sessions with junior employees to conceptualize specific projects and curate thematic content outline for promotional work.
- Assisted in evaluation of reports, decisions and results of the department in relation to established goals; recommended new approaches, policies and procedures to continually improve efficiency of the staff and services performed.
- Scanned incoming correspondence accurately, sorted and filed appropriately for future reference.
- Investigated and recommended solutions to technical problems; escalated complex problems to the relevant technical staff while ensuring permanent solutions.

## **Associate Producer, Media Relations**

WCJB TV20 - Gainesville, FL

January 2015 to May 2016

- Led all community relations and event planning.
- Developed leads, wrote stories, and created exciting packages to engage our live and online audience.
- Communicated and collaborated across production, creative, editorial and digital.

## **Project Manager (Contracted)**

University of Florida Health Shands Hospital - Gainesville, FL

January 2015 to October 2015

- Spearheaded the direction of policy, systems and approaches of the 'How the Heart Works' and coordinated the production and publication process of the educational children's book.
- Monitored budget, deliverables, timelines and resources used to achieve the company's goal of program efficiency.
- Facilitated and fostered partnerships with community organizations and health partners to ensure effectiveness of target areas in community setting.
- Developed promotional materials and marketing documents to create program awareness by collaborating with graphic designers, photographers and videographers to create content.
- Diligently provided weekly status to management including progress and action plans for addressing risks/issues and changes.
- Coordinated the management of multiple related projects directed toward strategic business and other organizational objectives.

## **Olympics Marketing & Production (Internship)**

NBC Sports Group - Stamford, CT

May 2015 to August 2015

- Developed a marketing content and strategy plan for the 2016 Rio Olympics by integrating current social media trends, research findings and data.
- Researched and gathered user generated content to build anticipation for the opening ceremony and Olympic games.
- Responded to, diagnosed, and tracked requests for technical assistance and provided solutions to software and hardware issues.
- Revamped NBC Universal's website through project management, programming and user experience strategies.

## **Producer, Content Marketing Manager**

Central Michigan University - Mount Pleasant, MI

August 2011 to May 2014

- Increased followers on social media by 90% on average (Twitter, Facebook, and Instagram) resulting in 30% improved engagement between the school and community.
- Increased social media marketing by 10K followers in one year via Facebook.
- Supervised a team of 10+ graphic designers, photographers and videographers to create and curate daily content and marketing promotions that were aligned with target market.
- Monitored online buzz surrounding advertised campus activities and evaluated outreach effectiveness through guidance from campaign management strategies.
- Successfully introduced a new brand voice and content strategy that increased social engagement by over 30% on TV, radio and social media platforms.
- Defined and initiated projects, task production team, managed and schedule performance of components of promotional projects, while working to ensure the ultimate success of the University in the online world.

## Education

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### **Certification in Advanced Marketing**

Southern Methodist University - Cox School of Business - Dallas, TX

May 2017 to December 2017

### **Master's in Digital Arts**

University of Florida - Gainesville, FL

August 2014 to August 2016

### **Bachelor's in Broadcast and Cinematic Arts**

Central Michigan University - Mount Pleasant, MI

August 2010 to May 2014

## Skills

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- Marketing Strategy
- Social Media Marketing
- SEO
- MS Office
- Indesign
- Customer Service
- Google Analytics
- Marketing
- Competitive Market Positioning
- Executive Presentations
- Branding
- Adobe Creative Suite
- Account Management

- Content Creation
- Content Management Systems
- Contract Negotiation
- Digital Marketing
- Digital Strategy
- Management Experience
- Analytics
- Project Management
- Project Implementation
- Social Media Management
- Copywriting
- Leadership Experience
- Community Relations
- Community Outreach
- Partnership Marketing
- Agency Management
- Collaboration
- Budgeting
- Influencer Marketing
- Customer Experience
- Travel Marketing
- Event Planning
- search engine optimization
- Graphic Design
- Advertising
- Real estate (5 years)
- Video editing
- Video production
- Photography
- Editing

## Links

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<https://www.linkedin.com/in/miltondgrays>

## Certifications and Licenses

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### **Driver's License**

### **Advanced Marketing Certification**

Present

Cox School of Business - Southern Methodist University

**FAA Part 107 Drone Certification**

Present