

# MILTON DAVID GRAYS

Videographer & Digital Storyteller

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## PROFESSIONAL PROFILE

Innovative and results-driven professional with 10 years of experience in creating compelling visual content for diverse industries. Proven track record of successfully managing end-to-end video production projects, from concept development to final delivery. Adept in managing high-performing teams, driving content creation and distribution, and leveraging data-driven insights to optimize marketing campaigns, coupled with developing and implementing content strategies to drive brand awareness, engagement, and lead generation.

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## SKILLS

### Professional

FAA Part 107 Certified Drone Pilot  
Video Production Management  
Content Strategy Development  
Digital Marketing  
Creative Direction/ Storytelling  
Location Scouting and Research  
Cinematography and Lighting  
Video Editing/ Post-Production  
Client Acquisition/Relationship  
Management  
Business Development  
Project Planning and Execution  
Event Management  
Social Media Management  
Search Engine Optimization  
Data Analytics and Insights

## EDUCATION

### MA, Digital Arts and Sciences

The University of Florida  
Digital Worlds Institute  
2014 – 2016

### BAA, Broadcast and Cinematic Arts

Communications/Marketing  
Central Michigan University  
2010 – 2014

### AMCP, Advanced Marketing

Southern Methodist  
University – Cox School of  
Business

## EXPERIENCE

### Owner & Executive Producer

**MDG Productions** | July 2017 – Present

- Leverage strong eye for visual composition coupled with in-depth technical abilities to create innovative sequences that expand storytelling capabilities—delivering maximum impact with video production services for a diverse range of clients.
- Develops compelling video content for industry clients ranging in commercial real estate, corporate and personal branding, lifestyle, and event marketing
- Oversees all pre-production activities, including concept development, scriptwriting, storyboarding, and location scouting for video production.
- Coordinates logistics for production equipment and set up to ensure proper audio and lighting levels, improve quality, and achieve desired visual effects.
- Conducted extensive research and site visits to identify over 200 suitable locations for Oprah Winfrey Network's (OWN) Ready to Love Season's 9 and 10, collaborating closely with directors, producers, and cast members to understand the creative vision and requirements of each episode.

### Senior Manager, Content Marketing and Social Media

**Lids** | Indianapolis, IN | July 2020 – August 2021

- Implemented content-driven marketing plans and leveraged social media strategies that aligned with business goals, resulting in a 10% increase in brand awareness and 35% customer growth in store sales.
- Led a team of content creators, strategists, and analysts in collaboration with product, sales, and design teams to identify and execute strategic partnerships with influencers, celebrities, and sports teams such as Russell Wilson, Chris Brickley, and Quavo.
- Oversaw planning and creative direction of brand partnerships through video production, content posted across social media platforms, and website.

### Director of Marketing

**Dallas Regional Chamber** | Dallas, TX | Jan 2017 – July 2020

- Led the DRC's efforts to target, market to and recruit high-skilled individuals to the Dallas Region by working with publisher, agency partners, and internal departments to maintain cohesive talent attraction marketing strategy.
- 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.
- Engaged with 100+ skilled professionals across Dallas by cultivating strong relationships and cross-collaboration with publisher, agency partners and internal departments in alignment with strategic marketing goals.
- 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.
- Secured and executed over \$200,000 in individual and corporate sponsorships annually.

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## SKILLS

### Technical

Adobe Creative Suite  
Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Premiere  
Microsoft Office  
Microsoft Excel  
Microsoft Project  
Pro Tools  
Final Cut Pro  
Basecamp  
PPC, CSS, HTML

## EXPERIENCE CONTINUED

### Project Manager, Technical Services

UF – Digital Worlds Institute | Jan 2015 – Aug 2016

- Served as the liaison between the client, production staff, and director of the Digital Worlds Institute, communicating effectively internally to meet the client's vision and demands.
- Led creation of content as a project manager, videographer, and editor on all contracted projects for the Digital Worlds Institute.
- Assisted tracking of website content and (re) development projects, including a new divisional site as well as departmental and other unit sites and orchestrate coordination as needed between communications colleagues, IT, and external vendors.

### Associate Producer/ Media Relations Coordinator

WCJB TV20 | Jan 2015 – May 2016

- Produced and directed basic productions with producer's supervision and/or guidance.
- Developed leads, wrote stories, and created exciting packages to engage our live and online audience.
- Communicated and collaborated across production, creative, editorial, and digital social media departments.

### Production Intern

NBC Sports Group | May 2015 – August 2015

- 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.
- 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.

### Project Manager

UF Health Shands Hospital | "How the Heart Works" | Jan 2015 – Oct 2015

- Planned and budgeted the production of "How the Heart Works," published interactive educational children's book.
- Designed and implemented an efficient production team communications system to ensure all work was detailed and completed on time.

### Online Producer/ Content Marketing Manager

Central Michigan University | Aug 2012 – May 2014

- Implemented social media strategies to amplify content reach and engagement with CMU students, resulting in 20 % increase in followers.
- Led interactive campaign across social media platforms by creating and publicizing video and social content.
- Led a team of graphic artists, videographers, and photographers to plan, create, and organize all promotional materials.
- Oversaw the production of videos to promote the activities of Central Michigan University's campus.