

ADAM GETZ

Video Strategist | Content Creator | Storyteller

"A director is someone who presides over accidents."

Orson Welles



My Vocation

2025 - Present

Creative Director - Secret Sauce Cinema

- Develop engaging video content & strategies for clients, tailored to their brand & target audience.
- Collaborate with clients to shape their brand identity & craft their signature style.
- Lead the video production timeline, from writing & ideation to editing & final delivery.



2022 - 2025

Senior Video Editor - American Tire Distributors

- Filmed and edited hundreds of interviews, business updates, social/promotional content & event highlight reels, using professional camera/lighting/grip/editing equipment & software to create high-quality visual content.
- Created & refined scripts and storyboards, coordinating with the production team to produce storylines that improved narrative clarity & aligned with brand messaging.
- Improved efficiency by leveraging the latest AI-powered tools, including voice cloning, image generation, copywriting & ideation.

2016 - 2022

Freelance Video Editor & Cinematographer

- Filmed, edited & animated a variety of visual content for clients, both locally and through online platforms like Upwork.

My Passion

2024

Short Film: Indigo

- Wrote, directed & edited a fantasy/mystery short film. It's part of a broader universe that I explore further in a feature-length screenplay.



2023

Feature-Length Screenplay: The Watchmaker

- Advanced to the Second Round (top 20%) of the Austin Film Festival & advanced to the quarter-finals of the Final Draft Big Break Competition.

Hard Skills

Pre-Production

- Writing, location scouting, production design

Production

- Cinematography, directing, lighting & staging, sound recording, A/V Live Events

Post-Production

- Editing, sound mixing, motion graphics & animation, color correction



Education

2012 - 2016

University of North Carolina, Wilmington

- BA Film Studies
- Digital Arts Minor
- 3.5 GPA - Cum Laude Honors

Contact

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