

Robert Sterling

film reel

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EDUCATION

BFA Film

2011

University of North Carolina School of the Arts

- Selected into the Directing program, which is highly sought after. The discipline only accepted nine students out of 75 in the class.

EXPERIENCE

Fox Sports

May 2013 – present

Web Video Producer

- Directly responsible for millions of views on Fox Sports platforms including FoxSports1 TV, Foxsports.com, Facebook and YouTube. The position oversees producing, writing, shooting, editing, talent management, and post-production workflow - deals with digital distribution for segments, features, full shows, sketches, and more. Examples include:
 - \$3-6 million ad buy for Fox Facebook web series (protected by Fox IP at the moment).
 - [National Championship promo featuring Purple Heart recipient Daniel Rodriguez](#)
 - Big East Features: [Can You Spell Wojciechowski?](#) and [You need to hear these Gus and Raf impressions](#)
 - [New York Giant Antonio Pierce's life after football](#)
 - A series of features for "The Ultimate Fighter" TV show: [Conor McGregor – Urijah Faber](#)
 - Hole previews for the U.S. Open with [Holly Sonders](#)
 - "Mind Game" videos with world renowned [psychologist Dr. Bob Rotella for American Express](#)
 - [A series on golf technology with golfer Rob Damron](#)
 - [UFC @thebuzzer segments](#)
 - [Demaryius Thomas and Golden Tate at Call of Duty Championship](#)
- Cultivated expert time management skills while multitasking on many different projects at one time. Kept focus under pressure of deadlines and maintained strong people skills.

Fox Sports

Oct 2011 – May 2013

Live Stream Coordinator & Video Editor

- Oversaw coordination and scheduling of live events streamed to various Fox Sports sites. Dealt directly with producers on set in order to prevent technical difficulties and to troubleshoot if necessary.
- Working knowledge of encoders (specifically Rhonet's)

- Creative editing skills used to develop b-roll footage and interviews into a slick, finished product that portrayed particular thematic points in a timely manner.
- Data management (creating and maintaining spreadsheets with all work, when it should go live, etc.), xsan and isilon maintenance, and media management on multiple CMS's – including MPX and MSN.

"Once in a Lifetime" Commercial Spot 2011 30 sec, Flow Automotive - Budget: \$30,000

Director, Writer

- Goal: To emphasize the company's exceptional service. "Flow" servicemen are quick, responsible, and will be with you anytime or anywhere you need them.
- Responsible for writing the script, directing, shot selection, pitch and overall creative direction.

PROJECTS

Stephen King's "All That You Love Will Be Carried Away" (15 min) - Budget: \$24,150 Director, Writer

- Acquired the rights through Mr. King's Attorney.
- Based on the Stephen King short story of the same name.
- Bronze Award winner at [Worldfest Houston Film Festival](#); Official Selection to: [Riverrun International Film Festival](#), [Carrboro Film Festival](#), [DollarBaby Film Festival: Spain](#), [DollarBaby Film Festival: Netherlands](#), and [Imagimovies Festival](#).

"The Minus Touch" (13 min) – Narrated by Garrison Keillor - Budget: \$37,800 Director

- Remi Award winner at [Worldfest Houston Film Festival](#). Official Selection to the [Ivy Film Festival](#) and the [Beaufort Film Festival](#).

SKILLS

Knowledge of cameras including Canon 5D, Canon C100, Canon 7D and Canon 60D. **Final Cut Pro** proficient; **Avid, Adobe Premiere Pro & Quantel** experience. Proficient in **compression software** (Compressor, Mpeg Streamclip, etc.) Storyboards & camera animations using **Google SketchUp, Microsoft Office & Excel** proficient; **Adobe Photoshop, Web CMS** utilizing "thePlatform" MPX and MSN. Platformic familiarity. **Extensive experience on multiple types of film projectors**, all reel-to-reel systems, as a projectionist at the UNCSA Archives. Inspect actual film stock for errors. Knowledge of **Final Draft** software.