

Brady Ware

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Summary	
<p>Over a decade of agency experience from the sales pipeline, client consulting, sound design, composing, mixing and mastering, scripting and copy editing, video production as Director of Photography, and most recently a curriculum producer for a large DEI program. My goal in whatever role I'm playing is to create a compelling and successful product that does measurable, meaningful work for both the viewer and the client. I believe especially my years as DP showcase strong relationships with Fortune 500 and non-profit clients alike that led to repeat projects, understanding of client needs, and a positive overall experience that made challenging projects successful and even fun for clients and the team. My former Creative Director had this to say:</p> <p>“You have an incredible skill set where you can craft a story, plan technically, execute, edit, design sound, communicate flawlessly and clearly. You are a gem” - Matt Walsh (Thanks, Matt)</p>	
Notable Work	
Curriculum Producer	2019-2020
<p><i>Softway, Houston TX</i></p> <ul style="list-style-type: none">· Culture+ Bridge Bridge is a DEI product aimed at corporate leaders and managers. The goal is ultimately to “bring humanity back to the workplace.” My role was to produce content that would keep users engaged while addressing sometimes very sensitive and heavy subjects that can be understandably divisive. We mitigate this through our training in the IDI Continuum, which helps us identify the different ways to engage with someone depending on their multifaceted perspective of DEI itself. Still in its early days of usage, I truly hope this goes on to do meaningful work in the DEI space.	
Director of Photography	2015-2021
<p><i>Softway, Houston TX</i></p> <ul style="list-style-type: none">· One Click Series (2015-2020) Consultant and DP on this long running cybersecurity multimedia initiative that significantly reduced internal security issues related to phishing, hacks, and other pitfalls that can cause immense harm to a large corporation. Recurring characters were so beloved that merchandise like shirts and stickers were created for employees.· Off the Cuff (2018-2020)· Another recurring campaign with the goal of improving leadership relationships with employees throughout the company. We did this by focusing on humanizing these leaders in casual, lighthearted interviews that gave viewers a chance to know the person behind the title. The skill in this one is very much making the leadership comfortable enough to be themselves on camera, and our team did an incredible job, over and over, in building solid relationships off screen that led to successful interviews.	

	<ul style="list-style-type: none"> · HEEZ: Life Saving Actions (2018) Filmed in a single day on site of a Heavy Equipment Exclusion Zone, this was one of the most rewarding and challenging shoots of my career. The client functionally had a small document to warn people about the HEEZ and actions to take to stay safe. We chose to focus on humanizing the crew, following a team lead, and showcasing how truly personal safety is by meshing the required training materials with interpersonal discussion that got surprisingly sincere. It was no easy task getting crew to open up, and this is another example of spending meaningful time off camera to make people comfortable, to build real relationships so that when you're on screen, you don't end up with footage that's easy to ignore. Real human experience is at the core of this video's success. · OE/E&PS/F&L/EMIT/Others Over 5 years of filming at ExxonMobil led to working with leaders throughout the pipeline, including many VP and Presidents. Keeping a cool head and knowing how to engage with leadership led to dozens of repeat client projects where we were entrusted to communicate sometimes extremely sensitive issues across the globe. 	
Sound and Video Specialist		2012-2015
	<i>Softway, Houston TX</i> <ul style="list-style-type: none"> · Building a Video Studio (2012-2015) I was given the opportunity to create a video department by the CEO of Softway after showing a strong desire to expand our company offerings. This ultimately led to a multi-million dollar department that engaged with many unique clients, but ExxonMobil being one of our most prolific repeat customers. My role during this time would be video editor, sound designer, and mixing engineer on any given day. I would build up to Director of Photography as our team and I grew over the years. 	
Business Development		2011-2012
	<i>Softway, Houston TX</i> <ul style="list-style-type: none"> · Building a Sales Team (2011-2012) I was one of the first 10 individuals at Softway, US side. The first official sales hire, we scaled from \$7K projects to \$100K+ projects during my brief year and a half in sales which led to a massive scaling of Softway as a company. With many new departments, this growth gave us the opportunity to expand our offerings to clients and led to our first of many multi-million dollar contracts. 	
Texas A&M University		Jan. 2003- Dec.2008
	<i>College Station, TX</i> <ul style="list-style-type: none"> · B.B.A. in Marketing, Minor in English 	
Computer skills		
	<ul style="list-style-type: none"> · Premier Pro, Magic Bullet Suite · FL Studio · Sony Vegas · Photoshop · After Effects, Media Encoder 	