

# MARUF NOYOFT

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## VIDEOGRAPHER AND VIDEO EDITOR

### Increase Company Presence with Creative and Unique Visual Storytelling Skills

Collaborative video-editor with a passion for storytelling, creatively implements technical knowledge to create engaging and informative video content for digital distribution. Visual expert in identifying the critical motive of a video project with strong attention to detail while effectively translating complex ideas, creating both accessible and precise video content using strong communication skills and an understanding of the current marketplace. Highly efficient in management of large volumes of work and multi-tasking gracefully under high pressure, ensuring quality projects are delivered on time.

Areas of Expertise:

- **Script Writing & Reviewing**
- **Storyboarding**
- **Camera Operating**
- **Drone Photography**
- **Creative Lighting**
- **Audio Recording & Mixing**
- **Motion Graphic Design**
- **Screen Capture**
- **Compositing**
- **Color Correcting & Grading**

## PROFESSIONAL EXPERIENCE

**RENESAS ELECTRONICS**, Milpitas, CA

2015 - 2019

### Senior Videographer, Video-Editor & Producer

Managed all aspects of video production and post-production. Included producing, creative lighting, shooting / filming, screen-capturing, drone photography, graphic design, animation, and editing high-quality corporate videos for marketing and communication purposes.

- Produced, filmed, animated, and edited variety of videos, generating \$20K per New Product Introduction and roughly 10-12 launches per year, increasing stock value 10% after major tradeshow like CES, DevCon, and ARMTechCon.
- Organized, archived, cataloged, and managed 72TB of video media and project data, allowing any individual file to be quickly found, saving 90% of search time and helping focus on video-editing.
- Worked on wide variety of projects including high profile short commercials, documentary style, product demonstrations, TV-style interviews, screen captures with voice-overs, webinars, application and product tutorials. Increased customer support 75%, while marketing and sales teams promoted product 95% faster by embedding videos on social media platform.
- Turned list of product features into compelling video by designing and animating graphics, educating and illustrating products' workflow, and helping customers eliminate problems.
- Monitored all videos produced by third parties and other regional teams, ensuring videos were in line with company's style guide, improving quality and maintaining consistency of company representation.
- Architected Online Request Form platform, making detailed product-related educational videos available to all global departments, supporting timely product launches. Renesas Electronics headquarters in Japan adopted platform.
- Conducted aerial photography for video marketing using DJI drones, promoting Renesas autonomous driving technology, winning 2 awards and increasing stock price 10%.

**INVITATION HOMES** (previously **WAYPOINT HOMES**), Oakland, CA

2013 - 2015

### Video Specialist

Worked directly with Director of Marketing to produce videos promoting real estate, events sponsored by Waypoint Homes, and external demonstration videos.

- Captured and edited videos of various categories to be distributed both internally and externally, training employees, and advertising vacant homes for rent.
- Delivered final product with required specification, including fixing faulty footage, color-correcting and color-grading, and adding audio / video effects to complete videos.

**INVITATION HOMES** (Continued)

- Brainstormed graphics ideas with in-house graphic designer, illustrating company's vision and promotions through motion graphics showcased in videos.

**TAJIK DANCE INITIATIVE (NGO)**, Dushanbe, Tajikistan

2006 - 2008

**Art Liaison & Translator**

Filmed and edited work of traditional artists for archival purposes. Translated interviews and documents from local languages into Russian and English.

- Searched for talented musicians, singers, and dancers in remote mountain regions of Tajikistan and Afghanistan.
- Set up interviews, recorded performance and archived footage, ultimately used by students in Europe and USA for research and performances.
- Made short film to showcase art to wider audience for use by institutions as teaching material for Ethnomusicology classes.
- Co-established official office of Tajik Dance Initiative in Dushanbe, Tajikistan, encouraging continuation of traditions.

**SEED TO SOUND FILMS**, Albany, CA

2010 - Current

**Independent and Freelance Projects**

Planned and managed logistics and budgets of each project. Wrote the script, created a storyboard, led and managed camera and audio crew, on-site and off-site. Supervised graphic designers edited video and audio, and color corrected.

- **Seed to Sound** (Documentary) Producer; Writer; Director; Editor, 2010 - Current (in post-production)
- **A Door to God** (Short Doc) Producer; Writer; Director; Editor 2019
- **Carol's Doc** (Bio-Doc) Camera Operator; Editor 2014
- **The Nile Project** (Short Doc) Camera Operator; Editor 2013
- **Aliakbar** (Short-Doc) Camera Operator; Editor 2012
- **Bloody Morning** (Short Film) Producer; Writer; Director; Editor 2010

**EDUCATION**

- **Bachelor of Arts (BA)**, Traditional Music of Central Asia / Ethnomusicology, State University of Art & Culture of Tajikistan, Dushanbe, Tajikistan
- **Post-production World Training Event**, National Association of Broadcasting (NAB), Las Vegas, NV, 2018, 2017, 2016
- **Operating Film & Digital Cinema Cameras**, Society of Camera Operators (SOC), Los Angeles, CA, 2009
- **Multi-media Video Production**, Berkeley City College, Berkeley, CA, 2008 - 2010
- **Film-making Courses**, Dom Kino (Film House), Dushanbe, Tajikistan, 2007

**SOFTWARE SKILLS**

- |                 |                                      |
|-----------------|--------------------------------------|
| – Premiere Pro  | – DaVinci Resolve                    |
| – After Effects | – MS Office: Excel, Word, PowerPoint |
| – Illustrator   | – Pages                              |
| – Photoshop     | – Keynote                            |
| – Final Cut Pro | – Numbers                            |

**LANGUAGES**

Fluent in Russian, Persian, Tajik / Dari