



BENNETT GRAHAM ABRAHAMSON

DIGITAL DESIGNER / VIDEOGRAPHER

CAREER SUMMARY

Over the course of two decades in video and print production I have played a key role in defining, enhancing and protecting the brand image of several Minnesota companies by creating multimedia content that markets, fascinates and informs.

EXPERIENCE

CRAFTSY: VIDEO EDITOR / VIDEOGRAPHER

(2021-Current) Plymouth, MN

Edit raw video footage to make instructional hobby videos for web subscription service and YouTube using Adobe Premiere Pro. Operate Sony FS7 video camera, lighting and sound. Manage project timelines from start to completion using SharePoint.

ADAM'S: VIDEOGRAPHER / GRAPHIC DESIGNER

(2017-2020) Medina, MN

My social media video work for Adam's three companies propelled video views on Facebook from nearly zero to 1000+ views/month. I coordinated the branding of two new subdivisions, creating logos and all marketing materials for video, web and print. I also specialized in creating video eLearning content for employee training.

CARGILL: MULTIMEDIA PRODUCER

(2011-2016) Minnetonka, MN

At Cargill I was the lead photographer/videographer in corporate affairs. I implemented a video service to house and publish over 6000 company videos used in marketing and internal training/communications. I directed the visual design elements for the employee magazine, Cargill News, and coordinated photo and video shoots across the globe.

KMSP TV: GRAPHIC DESIGNER / VIDEO EDITOR

(2001-2010) Eden Prairie, MN

Responsible for creating and proofreading electronic graphics used in newscasts. Operated Chyron during newscast in control room. Worked with production team prior to newscasts to create animations and other visual elements.

CONTACT

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EDUCATION

 **UNIVERSITY OF MINNESOTA**
BA – Journalism/Theater

 **MINNEAPOLIS COLLEGE OF ART & DESIGN**
Supplemental digital design courses