

JULIE ROONEY

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720-682-1589

EDUCATION

MFA, The University of Colorado
Studio Art: Film
May 2013 | Boulder, CO

BA, DePauw University
Studio Art: Video Art
Magna Cum Laude
May 2009 | Greencastle, IN

Exchange, The Glasgow School of Art
Animation and Illustration
Spring 2008 | Glasgow, Scotland UK

NATURE MEDIA COLLECTIVES

Jackson Wild Collective
Member and Media Awards Judge
Think Lemonade Productions
Member and Video Editor

SKILLS

Video

Video editing and screenwriting
Videography
Color correction, titles, and effects
Producing and client communications

Software

Adobe Premiere, Photoshop,
InDesign, Illustrator, & After Effects
Davinci Resolve

Design

Print and digital graphic design
Illustration and Web Design
Mood boards, forecasting, research

EXPERIENCE

Lead Video Editor, **Dancing Camera**

NYC (remote) | Jan. 2018 - present | dancingcamera.com

- Edited television series, marketing videos, promotional videos, performances, and documentaries for clients including PBS, AllArts, Works & Process at The Guggenheim, New York Public Library, The Denver Art Museum, and others
- Created media packages, crafted narratives, and wrote scripts
- Collaborated with and supported video production team, assisted with filming
- Negotiated contracts with new and existing clients

Videographer and Video Editor, **Dancing Camera**

NYC | Feb. 2015 - Dec. 2017 | dancingcamera.com

- Created exciting documentaries, video promotions, and marketing videos for NYC-based companies with a unique focus on movement and story
- Provided videography, video editing, and color correction
- Observed strict deadlines while operating in fast paced on-location environments

Director of Marketing and Graphic Design, **The Yard, Inc.**

Martha's Vineyard, MA (remote) | Dec. 2017 - April 2020 | dancetheyard.org

- Responsible for building The Yard's brand and managing its graphic and communication channels for all programs run by The Yard.
- Conducted market and graphic design research, gathered and analyzed marketing data
- Designed all print and web graphic content, including show posters, programs, and forms
- Introduced and executed video-forward marketing strategies
- Forecasted and managed the marketing budget for print and online media

Videographer and Video Editor, **Freelance**

Boulder, CO | May 2011 - Aug. 2014

San Francisco, CA | May 2017 - Nov. 2017

- Produced, filmed, and edited a wide range of video projects for clients, including art films, documentaries, promotional material, and projected content
- Incorporated a wide range of video and graphic design tools, including motion graphics, After Effects animation, and live projected video, and color correction
- Maintained and developed client relationships and provided creative direction and concepting for projects and campaigns
- Clients included Rapt Productions, The University of Colorado, and more

Visiting Assistant Professor: Video Art, **Indiana University**

Bloomington, IN | Aug. 2016 - May 2017 | studioart.indiana.edu

- Developed courses, class structure, and syllabus for graduate and undergraduate classes in video and digital art theory and studio practice
- Served on graduate committees for MFA completion; counseled students across all levels individually on project work
- Continued ongoing research interests to maintain discipline expertise; collaborated with faculty and facilitated department events

Graphic Designer, **FBF Originals**

Bloomington, IN | Aug. 2016 - May 2017 | fbforiginals.com

- Created original graphic design and illustrations for this large domestic novelty sock company
- Designed knit product for major clients such as the NFL, NBA, NCAA, MLB, National Parks, and others
- Adhered to strict licensure guidelines and hard deadlines while moving orders from creative briefs through conceptualization to final deliverables

Julie Rooney

Videographer and Video Editor

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Highlights

- Over 10 years of experience in creating documentary, creative, and promotional videos for both large- and small-scale clients and organizations, including influential dance and arts organizations
- A specialist in capturing movement through editing, with a unique eye towards artistry and rhythm
- High quality video output utilizing advanced videography and editing techniques
- Full-service capabilities, including editing, color correction, and storyboarding

Portfolio: www.julierooney.com

Select Client Experience, Abbreviated List

Detailed information about each project available upon request

MULTI-PART SERIES

***Isolation To Creation* 4 Episode Docuseries**

PBS, AllArts

Works & Process at the Guggenheim, 2021

New York City

Screenwriter, Lead Video Editor

***Maldives* 3 Episode Docuseries**

Episode 2: "Manta Rays"

World Wildlife Fund, 2022

Video Editor

***Behind The Dance* 6 Episode Docuseries**

The Yard, 2022

Chilmark, Massachusetts

Screenwriter, Lead Video Editor

DOCUMENTARIES

A.I.M x Maleek Washington
A.I.M by Kyle Abraham, 2022
New York City
Screenwriter, Lead Video Editor

Creating The Hazel Scott Ballet, The Art of Classical Ballet
Dance Theatre of Harlem, 2021
New York City
Video Editor

Gaining Ground For Prairie Wildlife
Southern Plains Land Trust, 2020
Lamar, Colorado
Videographer, Video Editor

Art Club
Denver Art Museum, 2019
Denver, CO
Videographer and Video Editor

Night Of 100 Solos
Merce Cunningham Foundation, 2019
Los Angeles, CA; London, UK; New York City
Videographer

TRAILERS AND PROMOTIONAL

Lightscaapes Promotional Video and Asset Library
Brooklyn Botanic Garden, 2022
New York City
Screenwriter, Lead Video Editor

Fred Astaire Dance Studios Trailers and Performances
Fred Astaire Midtown NY and Downtown NY, 2015 - 2022
New York City
Video Editor

Works & Process Promotional Trailers
Solomon R. Guggenheim Museum, 2019 - 2021
New York City
Videographer, Video Editor

An Untitled Love, State, and Indy Trailers and Performances
Abraham.In.Motion, 2018 - 2021

New York City
Video Editor

Untitled Trailers

Denver Art Museum, 2019

Denver, CO
Videographer and Video Editor

Yard Organizational Promotional Videos

The Yard, Inc, 2017 - 2021

Chilmark, MA
Screenwriter, Video Editor, Videographer

Orchestra of St. Luke's, 2019- 2020

New York City
Video Editor

The Westword "Feast", 2019

Denver, CO
Videographer and Video Editor

Calpulli Mexican Dance Company, 2017 - 2019

New York City
Screenwriter and Video Editor

DanceNOW NYC, 2018 - 2019

New York City
Video Editor

Lumberyard Residency Features, 2017 - 2018

New York City
Screenwriter and Video Editor

NARRATIVE AND ART FILMS

Life Is A Dream, Plano, and Cardboard Piano Films

The Juilliard School, 2021

New York City
Lead Video Editor

The Creative Hub

Denver Art Museum, 2021

Denver, CO

Director, Video Editor

***Chini* Dance Film**

Ephrat Asherie Dance, 2021

New York City

Screenwriter, Lead Video Editor

River

Safety Third Productions, 2019

Los Angeles, CA

Screenwriter, Video Editor

Client List, Abbreviated

Organizations

A.I.M by Kyle Abraham
Ballet Collective
Boulder Ballet
Brooklyn Botanic Garden
Caleb Teicher & CO
Calpulli Mexican Dance
Company
Dance Theatre Harlem
Denver Art Museum
Dorrance Dance
Ephrat Asherie Dance
Flamenco Denver
Fred Astaire Dance Studios
The Juilliard School
Kaatsbaan Cultural Park
Les Ballet Afrik
The Lumberyard
Music from the Sole
National Dance Institute
The New York Public Library
Ragamala Dance Company
The Robert Rauschenberg
Foundation

The San Francisco Dance
Film Festival
Smuin Ballet
Southern Plains Land Trust
The University of Colorado
Works & Process at The
Guggenheim
World Arts West
World Wildlife Fund
The Yard
and more

Featured Lead Artists

Kyle Abraham
Ephrat Asherie
LaTasha Barnes
Justin Vivian Bond
Christal Brown
Jade Carroll
Chris Celize
Merce Cunningham
Moe Gramm
Cynthia Hopkins
KAMAUU
Raja Feather Kelly

Sara Mearns
Robbie McCauley
Omari Oricci
Mar Parilla
Stephen Petronio
Jenna Pollack
Aparna Ramaswamy
Tiffany Rea-Fisher
Gregory Richardson
Christopher Rudd
Jamar Roberts
Anthony Rodriguez
Leonardo Sandoval
Vicky Schick
Anna Sperber
Kei Takei
Conrad Tao
Maleek Washington
Lida Winfield
Raphael Xavier
and more