

COLBY NOVAK

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EDUCATION

B.F.A., ART INSTITUTE OF HOUSTON, Houston, Texas

May 2015

Digital Filmmaking and Video Production

- ♦ GPA 3.7
- ♦ Best of Class Portfolio 2012, 2013, 2015
- ♦ Academic Honors 2011, 2012, 2013, 2014
- ♦ Adobe Creative Suite Certification 2014
- ♦ Certified FAA Drone Pilot 2019

WORK EXPERIENCE

Waller Independent School District, Waller, Texas

Aug 2022 - July 2025

Audio/ Video Instructor

- ♦ Developed and delivered comprehensive video production curriculum aligned with industry standards
- ♦ Managed large class sizes while maintaining an engaging and productive learning environment
- ♦ Taught video production using real-world professional experience to enhance student understanding
- ♦ Mentored students individually to support skill development and career growth
- ♦ Created fast-paced, hands-on video production lesson plans to keep students motivated and on track

Porsche Motorsports America, Indianapolis, Indiana

Jan 2023 - Present

Freelance Broadcast Producer/ Engineer (PSCNA)

- ♦ Supervise all aspects of live broadcast production, including oversight of production staff and on-air operations
- ♦ Manage and maintain stream health to ensure consistent, high-quality viewer experience
- ♦ Directed and coordinated broadcast IT and networking teams to support seamless technical performance
- ♦ Led live stream direction, including camera operation, microphone placement, and on-set coordination
- ♦ Drone Pilot

Ford Motorsports USA, Dearborn, Michigan

Jan 2025 - Present

Freelance Content Creator/ Broadcast Producer

- ♦ Develop engaging content tailored to Ford's performance customer base, enhancing brand visibility and loyalty
- ♦ Support growth of the Mustang brand and Mustang Cup through targeted media initiatives and promotional content
- ♦ Assisted in directing live stream broadcasts, ensuring smooth production and audience engagement
- ♦ Drone Pilot

Hoonigan, Los Angeles, California

Sept 2018 - Jan 2023

Freelance Cinematographer

- ♦ Filmed high-profile racing events for Hoonigan, producing viral YouTube content and rally coverage
- ♦ Assisted in the development and production of media content supporting the Ken Block brand
- ♦ Collaborated closely with brand ambassadors, including Ken Block and Travis Pastrana, to ensure consistency and alignment with brand identity
- ♦ Drone Pilot

Subaru Motorsports USA, Vermont

August 2021 - Present

Freelance Cinematographer

- ♦ Produce engaging, platform-specific content for social media to maximize audience reach and engagement
- ♦ Coordinated crew logistics, including driving and navigation, to ensure timely arrival at designated production locations
- ♦ Managed stage loops and tracked vehicle pinpoints to accurately anticipate car arrivals and optimize filming opportunities
- ♦ Drone Pilot

The Nicole Freer Group, Katy TX

June 2021- Sept. 2022

Freelance Cinematographer

- ◆ Assisted in developing strategic video marketing plans to support home sales and related services
- ◆ Produced entertaining and engaging content tailored for multiple social media platforms
- ◆ Filmed and photographed residential properties for use in sales advertisements and promotional campaigns
- ◆ Drone Pilot

The Woodlands United Methodist Church, The Woodlands TX

Jan 2018 -2020

Lead Video Content Director

- ◆ Managed data storage infrastructure to support photo and video department operations
- ◆ Assisted with live production of on-campus services, ensuring smooth technical execution
- ◆ Produced engaging multimedia content for church-wide programs, handling both production and post-production processes

NASCAR, Charlotte NC

Jan 2019 – Jan 2024

Producer

- ◆ Supported live broadcasts for national television networks, ensuring high-quality on-air delivery
- ◆ Produced engaging content for both social media platforms and television broadcasts
- ◆ Wrote scripts for news segments and live stories, maintaining accuracy and audience appeal
- ◆ Oversaw television production contracts with national broadcasting partners to ensure compliance and successful execution
- ◆ Developed advertisements and promotional content for series sponsors, driving brand visibility and engagement

American Rally Association, Indianapolis IN

Jan 2018 – Dec 2018, Jan 2020 - July 2023

Series Media Director/ Broadcast Engineer (Season Contract)

- ◆ Expanded multichannel brand recognition strategies by designing innovative concepts to enhance consumer engagement
- ◆ Developed and monitored financial plans for online content growth utilizing a proprietary model
- ◆ Oversaw television production contracts with national broadcasting partners, ensuring compliance and successful delivery
- ◆ Engineered and managed a mesh network for a proprietary digital timing system, including deployment in remote locations
- ◆ Managed high-profile sponsor relationships with brands such as Ford, Subaru, Cooper Tires, and *AutoWeek* Magazine

United States Auto Club (USAC Racing), Indianapolis IN

Jan 2018 – Dec 2018

Director of Media Operations (Season Contract)

- ◆ Produced engaging social media content to strengthen brand recognition and audience growth
- ◆ Directed and executed all company television and online broadcast productions
- ◆ Advised sponsors on media strategies tailored to reach and engage target audiences
- ◆ Managed and enhanced relationships with major sponsors, including NOS, AMSOIL, iRacing, and VP Racing Fuels

High Velocity Productions, Houston TX

Jan 2011 – Present

Owner/ Cinematographer

- ◆ Designed and delivered creative content tailored to client objectives and brand identity
- ◆ Produced media assets for commercial clients across television, digital, and social platforms
- ◆ Supervised employees and contractors to ensure quality and timely project delivery
- ◆ Managed high-profile client relationships, including NASCAR, NBC, Microsoft, and TruTV
- ◆ Developed original financial models to support business growth and scalability
- ◆ Streamlined production and marketing processes to accelerate brand development
- ◆ Advised clients on strategic marketing initiatives to maximize reach and engagement

NOTABLE PROJECTS

Commercial Projects

◆ Cramer: World Athletic Trainer Conference 2017 Live Stream (Director)	2017
◆ Microsoft: Education is Technology Ad (Cinematographer)	2015
◆ NASCAR: <i>The Pursuit Of Speed</i> (Cinematographer)	2014
◆ MRC Global: Modern Oil Commercial (Cinematographer/ Aerial Pilot/ Editor)	2014
◆ TruTv: <i>Kart Life</i> (Camera Opp/ Pilot Creator)	2013
◆ Launch Control (Camera Opp)	2020, 2021
◆ Porsche Sprint Challenge Broadcast	2023, 2024, 2025, 2026

SKILLS

Employee Management	Video Editing	Social Media	Broadcasting
Financial Management	Photo Editing	Camera Operations	Network Management
Communication Skills	Brand Development	Advertising	Post Production Management

PROFESSIONAL WORKSHOPS

◆ SLR Lounge World Photography workshop	2015
◆ FAA Drone Safety course	2016
◆ The Art of Storytelling	2013
◆ Adobe Premiere Master Class	2017, 2016, 2015, 2014
◆ Adobe After Effects Master Class	2017, 2015
◆ The Art of Social Media workshop	2016
◆ Cinematography Master Class	2017, 2015, 2014, 2012
◆ REDucation workshop	2015, 2014

NOTABLE CLIENTS

◆ Microsoft	2015
◆ Asus	2015
◆ TruTv	2014
◆ NASCAR	2012, 2013, 2014, 2019
◆ Dirt Fish Rally School	2018, 2021, 2022
◆ Hoonigan Racing	2018, 2020, 2021, 2022
◆ Subaru Rally Team USA	2018, 2020, 2021, 2022
◆ Discovery Channel	2018
◆ Cramer	2017
◆ Argus Media	2016, 2019
◆ First Class Tours	2017, 2018
◆ Enertech Resources	2012, 2013, 2014
◆ Cramer	2017
◆ MRC Global	2016
◆ Subaru	2020, 2021, 2023
◆ Porsche	2023, 2024

Work Links

Rally Reel

<https://www.youtube.com/watch?v=UZno86PGw5k>

Launch Control Trailer

<https://www.youtube.com/watch?v=b5IP9azy6Dk&t=68s>

Hoonigan Gymkhana Trailer

<https://www.youtube.com/watch?v=xpB25Cn-vXA>

Microsoft Ad

[https://www.youtube.com/watch?v=GQ5ftX6Scy8&t=32s\](https://www.youtube.com/watch?v=GQ5ftX6Scy8&t=32s)

IMSA Sights And Sounds

<https://www.youtube.com/watch?v=ZEzY27BgFew&t=124s>

NBC Sports BC 39 Broadcast

<https://www.youtube.com/watch?v=NqI7odAKKjs>

Hoonigan Go Fast Risk Everything

<https://www.youtube.com/watch?v=H2-OMgOmRow&t=2765s>