

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
- ♦ Academic Honors
- ♦ Adobe Creative Suite Certification

2012, 2013, 2015
2011, 2012, 2013, 2014
2014

WORK EXPERIENCE

Porsche Racing North America, Indianapolis, Indiana

Jan 2023 - Present

Freelance Broadcast Producer/ Engineer (PSCNA)

- ♦ Oversee broadcast production and all employees related to the broadcast
- ♦ Manage and ensure stream health
- ♦ Oversee broadcast IT teams and networking personnel
- ♦ Direct stream broadcasts and assist with camera and mic placements

Hoonigan, Los Angeles, California

Sept 2018 - Jan 2023

Freelance Cinematographer

- ♦ Film racing events for Hoonigan including Viral youtube content and rally video
- ♦ Assist in the production for content in regards to the Ken Block brand
- ♦ Work closely with main faces of the brand including Ken Block and Travis Pastrana to maintain branding

Subaru Motorsports USA, Vermont

August 2021 - Present

Freelance Cinematographer

- ♦ Film Rally races that Subaru travels too in support of "Launch Control Series"
- ♦ Drive and navigate crews to meet certain points on time.
- ♦ Manage stage loops and car pinpoints to gauge when cars will show up to certain locations

The Nicole Freer Group, Katy TX

June 2021- Sept. 2022

Cinematographer

- ♦ Help develop a strategic marketing plan for video to be used in the sale of homes and services
- ♦ Create entertaining content for all social platforms
- ♦ Film and photograph homes for use in sales ads

The Woodlands United Methodist Church, The Woodlands TX

Jan 2018 -2022

Lead Video Content Director

- ♦ Oversee data storage infrastructure for photo and video departments
- ♦ Assist with live production for services held on campus.
- ♦ Create engaging content for church wide programs including production and post production

NASCAR, Charlotte NC

Jan 2019 – Jan 2024

Producer

- ♦ Assist with live broadcasts for TV Networks
- ♦ Create entertaining content for social media
- ♦ Oversee television production contracts with national broadcasting partners
- ♦ Create ads for series sponsors

American Rally Association, Indianapolis IN Jan 2018 – Dec 2018, Jan 2020 - July 2023

Series Media Director/ Broadcast Engineer (Season Contract)

- ◆ Broaden multichannel brand recognition strategies, design new concepts for consumer interaction
- ◆ Track financial plans for online content growth using original model
- ◆ Oversee television production contracts with national broadcasting partners
- ◆ Design mesh network for homegrown integrated digital timing system & manage network in remote locations
- ◆ Manage large sponsor relations such as: Ford, Subaru, Cooper Tires, AutoWeek Magazine

United States Auto Club (USAC Racing), Indianapolis IN Jan 2018 – Dec 2018

Director of Media Operations (Season Contract)

- ◆ Create engaging content for social media to promote brand recognition
- ◆ Produce all company television and online broadcast sessions
- ◆ Guide sponsors on media strategy for target audiences
- ◆ Manage and strengthen large sponsor relations such as: NOS, AMSOIL, iRacing, VP Racing Fuels

High Velocity Productions, Houston TX Jan 2011 – Present

Owner/ Cinematographer

- ◆ Designed creative content based on client needs
- ◆ Produced media for commercial clients
- ◆ Oversaw employees and contractors
- ◆ Managed large client relations such as: NASCAR, NBC, Microsoft, TruTV
- ◆ Developed original financial plans for growth
- ◆ Streamlined processes for fast brand development
- ◆ Advised clients on marketing strategies

Willis Independent School District, Willis TX Jun 2011 – Sep 2014

Media Specialist

- ◆ Produced marketing material for online use in the form of graphics, video and photos
- ◆ Kept website current with news, media and overall improvements

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 |
| ◆ Porsche Sprint Challenge Broadcast | 2023/ 24 |

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>

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-OMgQmRow&t=2765s>