

Ryan Simmons, MFA

Ann Arbor, Michigan — ryan@ryansimmonsvideo.com — 248-410-2056

Awards and Honors

Michigan Regional Emmy Winner: Technical Achievement 2021

Education

Wake Forest University

Master of Fine Arts - MFA, Documentary Production

July 2022 - August 2024

- Proficient in all aspects of documentary filmmaking, including pre-production, production, and post-production.
- Expertise in Adobe Premiere Pro and Final Cut Pro, with strong storytelling abilities focused on narrative development for both short and feature-length films.
- Skilled in camera operation, lighting, sound design, and ethical, human-centered storytelling.
- Conducted extensive research and interviews, focusing on creating human-centered, impactful stories that resonate with both local and global audiences.
- Experienced in managing projects from concept through distribution, including festival submissions.

Western Michigan University

Bachelor of Arts, Film Video and Media Studies

August 2013 - December 2017

West Bloomfield High School

High School Diploma, General Studies

September 2009 - June 2013

Academic Experience

Media Designer | University of Michigan - Ross School of Business | Ann Arbor, MI

January 2024 - Present

- White Light Smart Stage technology in the classroom, creating an immersive and interactive teaching environment that enhances the student experience
- Design interactive content, including video lectures, marketing materials, and virtual reality experiences, enhancing learning and student engagement.
- Collaborated closely with faculty to customize interactive content, including video lectures, virtual reality experiences, and marketing materials, enhancing learning outcomes and student engagement.
- Utilized Apple Vision Pro and other XR (Extended Reality) technologies to create engaging, interactive classroom settings, allowing students to explore business concepts in new and innovative ways.

Teaching Assistant | Wake Forest University - Documentary Film Program | Winston-Salem, NC

August 2023 - December 2023

- Led workshops in advanced story editing for graduate students, guiding them in refining their storytelling techniques for complex digital media projects.
- Provided detailed, graduate-level feedback on narrative pacing, structure, and the ethical portrayal of documentary subjects, with an emphasis on advanced editing skills in Adobe Premiere Pro.
- Encouraged interdisciplinary thinking and the integration of diverse perspectives, tailoring the approach to match the higher expectations of graduate coursework.
- Fostered an inclusive classroom environment that encouraged diverse perspectives and voices.

Multimedia Editor | Wake Forest University - Office of Online Education | Winston-Salem, NC

August 2022 - December 2023

- Produced immersive digital content for e-learning platforms, utilizing Adobe Creative Suite to develop videos and motion graphics.
- Focused on optimizing student engagement and knowledge retention through strategic and analytical content creation.
- Engaged with a diverse student body, ensuring that online educational materials were accessible and inclusive.

Media Equipment Manager | Wake Forest University - School of Communications | Winston-Salem, NC

February 2023 - May 2023

- Managed multimedia equipment logistics, providing foundational support for student projects in video/audio production.
- Offered hands-on training and mentorship, focusing on technical skills in cinematography and post-production, while also fostering leadership, teamwork, and effective communication among students.
- Emphasized the importance of technical proficiency and creative collaboration in producing high-quality content.

Teaching Assistant | Wake Forest University - School of Communication | Winston-Salem, NC

January 2023 - May 2023

- Facilitated introductory media production workshops for undergraduate students, covering fundamental skills such as video editing, cinematography, and sound design.
- Focused on teaching undergraduates the basic principles of video production, including hands-on workshops for camera operation and editing techniques in Adobe Premiere Pro.
- This role highlighted the integration of technical skills, creative vision, and project management.
- A core part of my mission was to amplify new and underserved voices, fostering a diverse and inclusive space that championed a wide range of perspectives and narratives.
- Encouraged collaborative teamwork and time management skills to help undergraduates manage their film projects within the course's scope.

Production Experience

Commercial Promotions Producer | WOOD TV8 (Nexstar Media Group) | Grand Rapids, MI

September 2020 - June 2022

- Led the production of *Weather Experience*, an Emmy-winning educational children's program that combined hands-on science activities with entertainment, fostering curiosity and scientific inquiry among young viewers.
- Balanced creative vision with brand objectives, showcasing project management, client relations, and strategic deployment of broadcast content.
- Collaborated with cross-functional teams to create multi-platform promotional content, aligning cinematic storytelling with marketing strategies to increase viewer engagement and brand visibility across television and digital platforms.

Founder | Ryan Simmons Video LLC | West Bloomfield, MI

December 2018 - February 2022

- Developed and executed the business plan for Ryan Simmons Video LLC, managing all aspects of the business, from client acquisition to budgeting, marketing, and post-production delivery.
- Leveraged entrepreneurial skills to grow a diverse client base, offering tailored videography services, including promotional videos, weddings, and corporate content, while maintaining strong client relationships through exceptional customer service.
- Cultivated strategic partnerships with local businesses and nonprofits, expanding service offerings and establishing long-term contracts that sustained the business.

Digital Media Specialist | Career Dress | Pontiac, MI

April 2019 - December 2021

- Created and executed video marketing strategies that emphasized the mission of Career Dress, increasing visibility and engagement with target audiences while amplifying the organization's commitment to economic independence for underrepresented women.
- Collaborated with the Career Dress team to produce impactful content that highlighted the organization's impact on women's lives, ensuring messaging aligned with DEI goals and the organization's broader social mission.

News Editor and Photojournalist | WXMI TV FOX 17 (Tribune Media) | Grand Rapids, MI

January 2018 - November 2018

- Crafted engaging news segments with a strong emphasis on narrative structure and visual storytelling, delivering impactful content to viewers.
- Demonstrated the ability to synthesize complex information into concise and compelling stories, maintaining clarity and relevance for diverse audiences.
- Maintained high editorial standards by ensuring accuracy, fairness, and balance in all news segments, aligning with journalistic integrity.
- Excelled in operating under tight deadlines, effectively managing multiple tasks while consistently delivering high-quality news segments.

Sports Journalism Intern | WJBK-TV FOX 2 Detroit (Fox O&O) | Southfield, MI

September 2017 - December 2017

- Supported the production of sports broadcasts, contributing to live coverage and pre-recorded segments for a major television network.
- Gained valuable insights into sports journalism and the fast-paced world of live television production, learning the intricacies of managing broadcast timelines.
- Developed strong content management skills, ensuring that all materials were organized and ready for seamless integration into live broadcasts.
- Collaborated effectively with producers, anchors, and technical staff, thriving in a high-pressure media environment to meet tight deadlines.

Technical Director and Camera Operator | Western Michigan University (Bronco Productions) | Kalamazoo, MI

August 2016 - April 2017

- Troubleshoot broadcasting equipment and software, including cameras, switchers, audio mixers, and graphics systems, ensuring seamless live broadcasts.
- Operated broadcast-quality cameras to capture high-action sports events, delivering dynamic and visually compelling footage for live and recorded broadcasts.
- Demonstrated a strong ability to work under pressure, consistently meeting broadcast deadlines and maintaining high production standards during fast-paced live events.
- Made quick, effective decisions during live broadcasts, adapting to changing circumstances and technical challenges to ensure smooth operation.

Long Form Projects

Reel Conversation | MFA Thesis - Feature Documentary | Expected December 2024

Reel Conversation is a deeply personal thesis film exploring the complex interplay of genetics, mental illness, and grief from the perspective of my grandmother. The narrative delves into resilience, overcoming loss, and the essence of family, aiming to spark dialogue on traditionally taboo subjects. The film reflects on hope, heredity, and healing, seeking to foster understanding and empathy around these poignant themes. Upon completion, we plan to distribute the film through various film festivals, regional PBS stations, community screenings, and educational institutions to inspire meaningful conversations.

Artist Profile | Docuseries | September 2021 | Grand Rapids, MI

This web-based docuseries celebrates the vibrant music culture of Grand Rapids, Michigan, featuring interviews and performances by emerging local artists. The series documents the artistic diversity of the city while fostering a sense of community within the local music scene. Distributed via YouTube and social media, *Artist Profile* serves as a platform for connecting underrepresented artists with broader audiences, showcasing the role of music in shaping cultural identity.

Weather Experience | Children's Educational Program | WOODTV8 | April 2022

Weather Experience is an Emmy-winning children's educational program that integrates science education with interactive, hands-on activities, designed to ignite curiosity and foster scientific literacy among young viewers. The series, which aired on WOODTV8 and ZOOM, features educational segments where children engage as "junior meteorologists," exploring weather phenomena such as tornadoes and snow formation. By blending entertainment with education, this program encourages scientific inquiry while

making science accessible and enjoyable for young audiences. The series was awarded a Michigan Regional Emmy for technical achievements in children's programming.

Professional Skills and Proficiencies

Pedagogy Skills and Curriculum Development:

- Expertise in teaching storytelling, media production, and editing techniques in academic settings.
- Proven ability to create inclusive educational environments that enhance student participation and foster diverse perspectives.

Digital Media Expertise:

- Proficient in Adobe Premiere Pro, Adobe After Effects, Adobe Audition, and Final Cut Pro, with extensive experience producing multimedia content for education.

Student Engagement & Mentorship:

- Proven ability to create inclusive educational environments, enhancing student participation and fostering diverse perspectives in media and communications courses.

Project Management & Collaboration:

- Skilled in managing complex media projects and collaborating with interdisciplinary teams to align digital media with educational goals.

Commitment to Diversity & Inclusion:

- Experienced in incorporating diverse voices into educational content and creating classroom spaces that reflect a range of perspectives and backgrounds.

Software

Adobe Premiere, Photoshop, Audition, After Effects, Final Cut Pro X, Blender (basic), Microsoft Office, Google Suite.

Camera Platforms

Sony FS5, FS7, FX3, FX6; Canon C100, C200, C300, C700; Zoom F6, F2 audio; Rode, Sennheiser microphones

Professional Skills

Grant writing, interviewing, in-depth research, visual storytelling, narrative development, project management, team leadership, and archival producing.

References available upon request.