

Trenton McNelly

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Portfolio Website:

Trentmcnelly.com



3553 Meadowlands Lane,

San Jose, California 95135

(408)204-3072

Work Experience:

AR+VR Consultant:

October 2017-Current, San Jose, California

Clients: **Voyadi, Recon, TourFactory**

VR/AR 360 video/editing Capture Specialist: TourFactory

Motion Graphics designer: Recon

VR Travel Intergration: Voyadi

Oculus Social Media Designer, Ayzenberg (Digital Advertising Agency)

March 2017-October 2017, Pasadena, California

Client: Oculus

Primary responsibilities:

Creative assets ideation, development, and production across all social media platforms.

Market segmentation analysis and targeting of social media content

Developed Oculus AAA game launches including:

Wilson's Heart, Lone Echo/Echo Arena, Marvel Powers United VR, Arktika 1

Contributed brand anthem campaign launch ideas.

Game capture Lead and 360 photo/video development, 360 audio research

Secondary/Strategic responsibilities:

VR/AR/MR Competitive technology landscape strategic presentations

Social creative relevant brands and competitor tracking

VR community Insights and VR live stream productions

Client: Next VR

Developed Social Media content for: NBA, World Of Dance,

Paranormal Evidence, Wimbledon, Live Nation, NFL

Young and Hungry, Creative Technologist

January 2015 - August 2016, San Francisco, California

Primary responsibilities:

Developed and organized campaign ideas, and pitched ideas to clients.

PR Strategy Campaign: Goodby & Silverstein on a major campaign

Directed Social Media Advertising: Various Startup Clients

Art Direction/Copywriting (scripted, directed, filmed): Various Startup Clients

Social Media and Promotional videos: Young and Hungry

Sound Designer/Music Composition: Young and Hungry media.

Objective:

Join a creative team that leverages my abilities and interests in emerging technologies, advertising, and entertainment.

Education :

BFA in Advertising

from Academy of Art in

San Francisco, California

Experience/Skills/Tools

VR/360 Video/Experience Production

3D Motion Graphics/animation

Video Editing and VFX

Motion & Graphic design

Web Design

UX and UI Design

Sound Design

Photoshop-Certified

After Effects-Certified

Creative Cloud

Illustrator

Muse

LightRoom

Final Cut Pro-Certified

Excel

Word

Powerpoint

Keynote

Logic Pro X

Reason 10

Sketch Up

Sketch app

Adobe XD

Reaper 7 (360 Audio)