



Dave Craig

Producer | Director | Cinematographer | Editor | Instructor | Consultant

Bringing stories and brands to life for over 30 years, creating immersive and engaging visual media while mentoring the next generation as an instructor and consultant. Experience spans documentaries, commercials, live events, web series, podcasts, marketing campaigns, and narrative productions, with clients including Disney, Universal, AFI, the U.S. Army, UNICEF, and others. Seeking to contribute experience, creativity, and excellence in video production, content creation, and creative direction alongside a dynamic team. Passionate about developing innovative strategies and delivering high-impact visual storytelling that drives measurable results.

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CAREER HIGHLIGHTS

Founder | Creative Director

Dream to Screen Productions

2002 - Present

- Founded and led Dream to Screen Productions , providing a full range of video production services , including producing, directing, writing, cinematography, editing, VFX, motion graphics, and creative/technical consulting for a diverse client base.
- Produced, directed, filmed, and edited both scripted and unscripted projects , overseeing end-to-end production across multiple genres, including documentaries, commercials, branding & ad campaigns, multi-camera awards shows, live musical performances, web series, corporate videos, and narrative films.
- Managed production timelines, budgets, and crews, ensuring seamless execution and timely delivery of high-quality content for high-profile clients such as The Walt Disney Company, Universal Studios, The American Film Institute, The U.S. Army, UNICEF, and others.
- Consulted and mentored industry clients, students, and teams on creative strategies and production and post-production workflows, including training in Adobe Creative Suite (Premiere Pro, After Effects, Audition, Photoshop) and other industry-standard software.
- Developed and instructed accredited film school curricula for multiple higher education institutions, specializing in film and digital media production, post-production, Adobe Creative Suite, and emerging industry technologies such as AI.

Senior Video Producer & Content Creator

Bethel College Marketing

2024 - 2025

- Led end-to-end production of high-quality multimedia content across broadcast, social media, live events, and podcasts, ensuring brand alignment and audience engagement.
- Managed and executed audiovisual productions , overseeing setup, operation, and troubleshooting for large-scale broadcasts, commercials, promo videos, video podcasts, and live streams. Directed crews and ensured key content was captured and delivered to broadcast specifications.
- Developed and coordinated engaging ad campaigns, producing dynamic audio/video assets optimized for organic social media and paid advertising strategies.
- Edited and refined newly captured and repurposed video content using advanced post-production techniques, motion graphics, and sound design to enhance storytelling, drive engagement, and generate leads.

Program Head: Film & Digital Media Production | Associate Dean

Bethel College: Conservatory of the Arts

2021 - 2024

- Developed and taught fully accredited college curricula , shaping the next generation of filmmakers and content creators.
- Led and oversaw both the Film & Digital Media Production and Screenwriting departments, ensuring academic excellence and industry relevance.
- Designed and implemented new coursework reflecting industry advancements, including emerging AI innovations in audiovisual production.
- Mentored faculty and students , fostering a dynamic learning environment that bridges academia with real-world industry practices.



CAREER HIGHLIGHTS

Producer | Director | Editor | Video Production Supervisor

American Film Institute: AFI Fest | AFI Awards

2005 - 2010

- Produced media coverage for all aspects of the film festival, including red carpets, press junkets, Q&As, and VIP events.
- Supervised media distribution across broadcast television and web platforms , ensuring timely and high-quality content delivery.
- Managed a 24-hour production and post-production operation , ensuring seamless content delivery under tight deadlines.
- Trained and coordinated a volunteer crew of 50, optimizing workflow efficiency and on-site execution.



TECHNICAL SKILLS & PRODUCTION TOOLS

Video, Film & Live Event Production

- **Camera Operation & Lighting Design:** ENG, EFP, Cinema & Hybrid workflows (Blackmagic Design, RED, Panasonic, Sony); Multi-point set & stage lighting, DMX lighting & effects.
- **Live Switching & Streaming:** ATEM, Grass Valley, YoloBox, Sony Live Switching, Riverside.FM (podcasting).
- **Keying & Virtual Production:** Green/Blue Screen Keying, Virtual Sets.
- **Audio Live Mix & Set/Studio Production:** Live & Recorded Audio Mixing, condenser, dynamic, shotgun, and wireless microphone systems.

Post-Production

- **Editing & Video Production:** Adobe Premiere Pro, DaVinci Resolve, Apple Motion, Adobe Audition, Audionomic
- **Visual Effects & Compositing:** After Effects, Mocha, Chroma Key, Motion Tracking, Runway.ML
- **Design & Graphics:** Photoshop, Illustrator
- **Encoding & Media Management:** Media Encoder, Compressor, Frame.io, Lucid Link

Pre-Production & Management

- **Document & Spreadsheet Tools:** Google Workspace (Docs, Sheets, Drive, Meet), Microsoft Word, Excel, PowerPoint, Apple Keynote
- **Project Management & Collaboration:** Monday.com, Zoom, StudioBinder
- **Screenwriting:** Final Draft



ORGANIZATIONS

Screen Actors Guild (2001 - Present)

Union Member

BPOE Elks (2014 - Present)

Member / Volunteer

Special Operations Warrior Foundation (2004 - Present)

Fundraising Volunteer

Pet Care Foundation (2012 - Present)

Fundraising Volunteer



NOTABLE CLIENTS

