



## Curtis Edwin Cook

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### Professional Summary

A skilled visual storyteller connecting people with big ideas and deep emotions. Wide ranging experience in producing effective, award-winning videos for major companies including Bass Pro Shops/Cabela's, White River Marine Group, Big Cedar Lodge, and the Wonders of Wildlife National Museum and Aquarium.

### Professional Competencies

- Strategic brand messaging.
- Visual storytelling, script writing, and production planning for all forms of video content.
- Directing professional and amateur talent (on-camera and voice over).
- Coordinating production team of videographers, editors and graphic artists.
- Field and studio videography and lighting ranging from documentary to commercial production settings.
- Editing (Avid Media Composer and Adobe Premiere Pro).
- Conducting video interviews, and documentary coverage of live events including corporate and sporting events.
- Distributing broadcast commercials through electronic distribution services including closed captioning.

### Noteworthy Accomplishments

- Winner of 2020 Gold Addy Award for Tracker Off Road Campaign.
- Winner of 2019 Gold Addy Award for Bass Pro Shops/Cabela's Integration Campaign.
- Conducted interviews with Celebrities/VIPs including PGA legends Jack Nicklaus, Lee Trevino, Gary Player, and Tom Watson, MO Governor Jay Nixon and Lt. Governor Mike Parson, TV personalities Jim Shockey, Jimmy Houston, and Bill Dance.
- Contributed to the growth of Bass Pro Shops from a catalog company with 2 retail stores to the leader in outdoor retail, now with 175 stores in the United States and Canada.
- Digital portfolio: <https://vimeo.com/389414368>

## Professional Experience

### **VIDEO PRODUCER, BASS PRO SHOPS, SPRINGFIELD, MO**

- Regularly interfaced with upper management, including Founder and Marketing VP, to provide leadership on projects, often with quick turnaround times.
- Led collaboration with ad agency creatives and in-house production team on national TV spots guiding integration of decision maker feedback through approval process.
- Produced projects ranging from local projects of \$10,000-\$25,000 to national TV spots with budgets up to \$200,000.
- Managed budget of over \$174,000 for voice over talent/studio production.
- Directed scenes for national TV including celebrity talent (including Curt Gowdy, Mike Golic, Richard Childress, Tony Stewart, Kevin VanDam, and Mark Zona)
- Coordinated multiple projects with a staff of up to three editors and two graphic artists.
- Produced TV and Radio commercials and corporate communication videos, including national, regional, and local broadcast spots, web product videos, social media videos.
- Stage directed live events including convention and company meetings.

## Education

BS in Communication/Electronic Media. Southwest Missouri State University (now Missouri State University).

## Professional References

**STAN LIPPELMAN**, Chief Marketing Officer/SVP - Visionworks of America.

417-860-8829 [stankimlipp@netzero.net](mailto:stankimlipp@netzero.net)

*As Vice President of Marketing for Bass Pro Shops for 15 years, Stan Lippelman directly interfaced with Curt on a regular basis in his role as producer of national TV campaigns.*

**MAURICE BOWEN**, Marketing Director - White River Marine Group.

417-860-7810 [mbowen@trackermarine.com](mailto:mbowen@trackermarine.com)

*As Marketing Director of White River Marine Group for nearly 20 years, Maurice Bowen was an internal client of Curt's. Maurice knows Curt's broad experience of working with ad agency and in-house creatives to produce brand savvy videos from national TV commercials to longer form promotional videos and marketing series.*

**VINCE WENDEL**, Senior Editor - Bass Pro Shops.

417-873-4396 [vwwendel@basspro.com](mailto:vwwendel@basspro.com)

*As Curt's boss for two years and coworker for the prior 15 years, Vince Wendel knows Curt's contributions to the Bass Pro Shops video team, his work ethic, his position of trust with upper level executives and his ability to respond to creative and production challenges with the ability to solve problems and build on the teams strengths.*