

# Alex LeBlanc

Director & Cinematographer

## Contacts

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## Technical Equipment Proficiency

- Sony Alpha Series Cameras
- Blackmagic Design Cameras
- vMix Live Streaming Software
- Suite Studios
- DJI Ronin Gimbals
- DJI Mavics & Inspires Drones
- Sennheiser Microphones
- Zoom Audio Recording
- Jib/Crane Operator

## Skills

- Team Leadership
- Project Management
- Client Relations
- Operational Efficiency
- Video Production
- Post-Production Management
- Part 107 Drone Certified
- Cloud-Based Editing Systems
- Content Strategy
- Storytelling
- Adobe Creative Suite
- Broadcast & Live Streaming Systems

## EXPERIENCE

### Director of Production

August 2023- Present

### MarketScale | Dallas, TX

- Scaled Operations:** Led the transformation of a post-production operation from handling 100 videos per week to completing a new video every 14 minutes, 24/7. Oversaw a team of 200 freelance editors, with 140 active each month.
- Increased Quality & Reduced Costs:** Elevated video quality from 3.2 to 4.69 out of 5 in six months while reducing operational costs by 50%, maintaining top-tier output through process optimization and lean management.
- Cloud Transition & Efficiency Gains:** Spearheaded the transition from costly on-prem servers to a fully cloud-based editing ecosystem, cutting 1,200 labor hours and enhancing turnaround times, security, and scalability.
- On-Demand Global Production Network:** Developed and launched a global, on-demand production booking system, granting customers real-time access to 500 videographers globally, facilitating seamless production execution.
- Studio & Infrastructure Expansion:** Led the development and expansion of in-house studio facilities from 3 to 9 studios, ensuring top-quality production, equipment management, and asset handling.
- High-Profile Event Leadership:** Directed major award gala productions twice annually, managing AV teams, show flow, and production quality for some of Dallas' largest corporate events.
- Consultant & Trainer:** Acted as the company's video production consultant, advising clients on studio builds and video quality improvements while conducting internal training for staff growth.

### Production Manager

February 2022 - August 2023

### MarketScale | Dallas, TX

- Operational Leadership:** Managed logistics and execution for 15-20 global studio and live productions per week, ensuring smooth operations, high-quality output, and on-time delivery.
- Freelancer Community Growth:** Scaled and managed a community of 500+ freelance videographers, including onboarding, training, and engagement efforts to ensure consistent high-quality content.
- Budget Management:** Oversaw the departmental budget for videographer bookings and equipment upgrades, balancing cost-efficiency with production needs.
- Cross-Department Collaboration:** Worked closely with business development teams to produce high-end thought leadership media for clients, from concept to delivery.
- Live Production Oversight:** Led live broadcasts and studio productions, ensuring seamless technical execution and meeting client expectations.

# References

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## Kathleen Haines

Marketing Production Manager  
Amazon  
316.841.0041  
kshaines@amazon.com

## Shannon Willey

Director of Post-Production  
MarketScale  
214.405.2342  
shannon.willey@marketscale.com

## George Dockery

Founder  
G.O.D. Life Productions  
469.544.8514  
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## Tarika Villagran

Director of Customer Success  
Suite Studios  
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## Video Production

### Specialist

February 2020 - February 2022

## MarketScale | Dallas, TX

- **Content Creation & Direction:** Directed and filmed business-to-business commercials, case studies, and promotional content for clients across over 75 industries. Led both in-studio and remote projects, traveling globally to ensure high-quality execution.
- **Global Production Management:** Traveled domestically and internationally for large-scale client productions, overseeing local freelance videographers and ensuring seamless execution of high-quality video content across various locations.
- **Live Production Leadership:** Managed live event productions, directing multi-camera setups and live streaming for high-profile events. Acted as Technical Director for complex productions, ensuring seamless broadcasts.
- **Client-Facing Role:** Served as the primary point of contact for clients during live productions, ensuring their needs were met and delivering high levels of client satisfaction.
- **Team Collaboration & Post-Production Support:** Assisted post-production teams by organizing edit queues, facilitating concept meetings, and ensuring projects stayed on track.

## ADDITIONAL EXPERIENCE

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### Various Roles

2018 - January 2020

### Videographer & Editor, Broadcast Assistant, Marketing Videographer Intern

- Developed technical expertise in videography, editing, and live production, gaining hands-on experience with cutting-edge production tools and systems. Worked across a range of industries, producing creative content and collaborating with teams on large-scale projects.

## EDUCATION

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### Texas Tech University Lubbock, TX

Dec. 2019 - Bachelor of Art, Electronic Media & Communications

Dec. 2019 - Bachelor of Art, Advertising

## EXPERIENTIAL LEARNING

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2017 - December 2019

### Texas Tech University

- **Strategic Campaign Development:** Developed and executed a complete advertising campaign for DesignEnvy, focusing on creative strategy and client goals.
- **International Media Production:** Created multimedia content, including photography and digital audio, while studying abroad in New Zealand and the UK. Projects included film tourism research, war remembrance, and cultural documentaries across multiple countries.
- **Documentary Filmmaking:** Produced a short film on bikepacking culture, collaborating across disciplines to successfully manage production logistics and creative direction.