

# Steven Zill

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## EXPERIENCE

### UF Lastinger Center for Learning:

#### AV Production Manager (Coordinator → Interim Manager → Manager)

Jan 2024–Present

- Promoted twice within 18 months to lead a 12–person cross–functional A/V team, scaling delivery of 300+ videos annually for 25+ professional learning programs reaching over 40,000 educators.
- Developed core operational systems including SOPs, performance review rubrics, resource trackers, and production capacity boards used to align staffing, define scope, and accelerate production.
- Directed center–wide creative rebranding, presenting new studio sets, video templates, style guides, and character designs to 150+ staff; positioned A/V as a strategic creative partner rather than a reactive service unit.
- Drove MAM software procurement, unlocking streamlined media asset management for high–volume production workflows across SharePoint, Teams, Frame.io, Kaltura and Brightspace LMS.
- Built scalable post–production infrastructure, overseeing editors and animators, managing multiple stakeholder feedback, and ensuring brand alignment, accessibility compliance, and timely delivery across six product teams.
- Recruited, onboarded, and managed performance for six new team members; navigated center–wide downsizing with integrity, managing exits proactively without HR escalation.
- Oversaw \$300k+ equipment procurement and inventory strategy, improving shoot readiness, gear rotation and asset tracking using Cheqroom.

### UF Center for Instructional Technology & Training: Field Producer

Sept 2021–Dec 2023

- Led the field production wing of the UFIT Video team, overseeing full–cycle production for university–wide projects while supervising a production assistant and two interns.
- Served as primary video producer for the UF President’s Office, delivering polished, captioned videos often within 24–hour turnarounds for social platforms (Instagram, YouTube, Facebook).
- Produced a series of six online social media ads for UF Online, amounting to 453k views on YouTube.
- Acted as main client liaison, scoping project goals, negotiating timelines and contracts, and developed relationships that led to recurring projects.
- Executed advanced field & studio production using gimbals, light kits, multi–track audio, mixers, sliders, and teleprompters, operating as lead videographer, photographer, and audio engineer under fast–paced, constrained conditions.

### UF College of Education E–Learning, Technology & Communications: Videographer

Sept 2019–Sept 2021

- Boosted College of Education’s reputation through high–quality instructional and promotional media, ranking them the US News #1 for best online graduate programs.
- Produced video content that influenced decisions for a \$25M grant to expand the client’s facilities.
- Collaborated with the project manager, six videographers, three instructional designers, graphic designers and the communications director to conceptualize, plan and produce 100+ promotional and educational videos for social media and Canvas courses.
- Prepared and operated gimbal, lighting, camera and audio equipment for filming in fast–paced, sub–optimal environments with people of all ages and experience levels..

### Freelance Video Producer

Feb 2017–Present

- Directed educational video strategy for A Thousand Leaves Herb Shop, producing 14 course videos that boosted enrollment and grew recurring revenue through digital learning assets.
- Produced primary campaign video for Working Food, raising over \$16k in donations during the Amazing Give 2023; advised on scalable course design for food systems education.
- Premiered a commissioned documentary for the Cotton Club Museum at Sweetwater Greenway Loop Festival, preserving and sharing untold stories of historically black Gainesville neighborhoods.
- Created a foundational video for Beaten Path Compost, whose campaign earned a GoFundMe #GivesBack award and raised over \$2,000.
- Built a promotional video library for the Gainesville Giving Garden, a grassroots donation farm, contributing to \$10k+ in fundraising while supporting community food justice.

## EDUCATION

University of Florida College of Journalism & Communications, B.S. in Advertising  
Minor in Studio Art

Gainesville, FL  
May 2012–Dec 2016

## SKILLS

### *Production*

- Equipment: Black Magic 4k/6k, Sony a7 series, gimbals, sliders, lighting, lavalier & boom microphones, audio recorders, teleprompters
- Content: scripting, interviewing, location scouting, vendor contracting
- Software: Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator, Riverside.fm

### *Project Management & Leadership*

- Trello, Microsoft Planner, Frame.io, Brightspace LMS
- Team hiring & onboarding, performance coaching, FTE tracking, SOPs, cross-functional collaboration
- Resource allocation, project scoping, & timeline management

## COMMUNITY

### **Gainesville Giving Garden: Co-Founder, Board Member, Garden Manager**

**June 2021–Present**

- Co-led the development of a nonprofit donation farm, resulting in over 5,000 lbs of food donated annually to those in need.
- Planned community events, fundraisers, managed budgets, and advised best farming practices.
- Led volunteer days with 60+ person turnout