

Adrian Roup
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Dear Hiring Team:

In a record breaking 36m+ view [TED Talk](#), Simon Sinek talks about how great leaders can inspire action by 'starting with why'. He explains that 'People don't buy *what* we do, they buy *why* we do it'.

The passion of a clear 'Why' motivated me to volunteer for the Obama youtube team, raise funds for two TEDx events and mentor young film makers at SxSW and UCI is it is this wisdom that I endeavor to apply to my daily work as a professional.

Some highlights from my resume and LinkedIn profile include:


- ✓ Wrote an Amazon Best-Selling book called "How to make videos that influence people"
- ✓ Invited as a speaker & mentor at SxSW Interactive and UC Irvine
- ✓ Exceeded fund raising expectations for TEDxSantaMonica & TEDxFulbright
- ✓ Crowdfunded over \$20,000 in 30 days on kickstarter.com for award-winning short film
- ✓ Volunteer YouTube contributor during the 2008 Obama for America Presidential campaign
- ✓ Produced Electronic Press Kit (EPK) / Behind the scenes (BTS) content on several movies

In her LinkedIn recommendation of my work, Shaz Akram, Senior Director of Membership at the Fulbright Association said: *"Adrian is an amazing marketing guru...within two weeks he attracted and engaged large global corporations like Apple, Warner Brothers and UFC in dialogue. These companies were impressed by his technique of attracting attention and interest. Adrian understands what companies or organizations need to do to attract donors, sponsors and visibility in an increasingly competitive global market."*

I have been responsible for dozens of pitches and presentations in person and online in my various endeavors. As a TEDx organizer and have had a unique opportunity to get to learn how people are motivated. I'd love to tell you more about how I initiated sponsorship dialogues with fortune 500 companies for TEDxFulbright and TEDxSantaMonica!

My resume and LinkedIn profile provide further detail on my talent for client management and sales. Thank you for considering this letter and the attached material.

Sincerely yours,



Adrian Roup
Attachment: Resume, LinkedIn recommendation quotes

ADRIAN ROUP

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Creative Leadership | Audience Building | Story Telling

Astute story telling and communications professional recognized for thought leadership, developing client relationships, creative marketing. Thrives in collaborative, forward thinking environment with opportunities to grow and inspire a creative team. Possess keen relationship instincts, an innovative spirit, and strong leadership skills.

- Video production
 - Audience building
 - Creative leadership
 - Pitching & launching new ideas
 - Building collaboration & teamwork
 - Audience based digital strategy
 - Cinematic story telling
 - Video marketing
 - Sales
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CREATIVE PARTNERSHIP DEVELOPMENT

- Created pitch videos shown to Prince Albert of Monaco and others for THE XPRIZE foundation
- Contributed to branding for clients such as Intel, UCLA, XPRIZE with story telling and positioning
- Hired, organized, and managed creative, production and event teams, orchestrating completion of projects on time and within budget and ensuring clients' needs were always met or exceeded
- Daily entrepreneurial activities, including but not limited to budgeting, invoicing, record keeping, website development and hosting, video editing, and social media marketing

CREATIVE BUSINESS DEVELOPMENT

- Exceeded target in first 60 days as sponsorship lead at TEDxSantaMonica
- Crowdfunded more than \$20,000 in 30 days on kickstarter.com for award-winning short film
- Created video assets used in various marketing, publicity and communications drives
- Traveled extensively to manage clients and support sales teams during film festivals and trade shows

ENTERTAINMENT MARKETING

- Produced EPK content on international feature films for London-based film production company
- Used EPK content at film markets as distribution and sales support materials

PROFESSIONAL EXPERIENCE

BEST-SELLING AUTHOR, <i>HOW TO MAKE VIDEOS THAT INFLUENCE PEOPLE</i>	2016
TEDxFULBRIGHT, DIRECTOR OF SPONSORSHIPS	2015
TEDXSANTA MONICA, DIRECTOR OF SPONSORSHIPS	2015
FILMCRAFTER, OWNER, SANTA MONICA, CA	2007 – PRESENT
- Film Festival Submissions Consulting for UK client	
- <i>Tango Changes Everything</i> , Producer, Director, and Crowdfunder	
- Reality TV, News & Documentary Cinematographer, Producer & Director	
- Corporate & Non Profit video promo producer & marketing consultant	
LUCKY 7 PRODUCTIONS, SALES REPRESENTATIVE & EPK PRODUCER, LONDON, ENGLAND	2003 – 2005
SOUTH AFRICAN PRODUCTIONS, EXECUTIVE ASSISTANT	1997 – 2002

EDUCATION & TRAINING

Certificate of Film & TV, UCLA, Los Angeles, CA
Bachelor of Technology Retail Business, University of Technology, Cape Town, South Africa

AWARDS & DISTINCTIONS

Speaker and Mentor at SxSW & UC Irvine in 2016
Best Selling Author, "How to make videos that influence people" 2015
Film Festival WINS: Las Vegas International 2012, Monaco International 2013, Carmel Film Festival 2017

"Adrian created a brilliant 4-minute video for Hollywood PAL that has become our greatest tool in raising awareness and soliciting support. We told him the purpose of the video and the audience, and he did the rest. The message is clear and concise, tells our story while expressing our vision, and the images and moments that he captured of the kids are powerful." — Valerie Lord, Hollywood Police Activities League (PAL) was Adrian's client

"I've worked with several film makers, and what was refreshing about Adrian was his investment in us. He took the time to learn about Green Dot as an organization and was able to offer helpful insights and suggestions that resulted in telling a story that resonated emotionally with our audience. He is uniquely talented in conceptual, creative and efficient story telling."

— Gabriel Sanchez, Green Dot Public Schools was Adrian's client

"TMP is one of the nations most successful and respected technical leadership training conferences. Our attendees and faculty members work at fortune 500 companies and are exemplary business leaders. It was imperative that we created promotional videos appropriate to the calibre of people we reach and the Film Crafter team exceeded our expectations on every level. "

— UCLA Extension Engineering & Technology, was Adrian's client

"Adrian is extremely talented film crafter that did a fantastic job for Intel when we need a video technical case study. What really impressed me was how he captured and edited all the right content with very little direction from our marketing team. This was the first time we had someone that "just nailed it" in his first revision. — Martin Leslie, Intel Enterprize Solutions

"Adrian provided a first rate service for the X PRIZE Foundation at our event at the United Nations. He proved to be a key asset in getting the key messages on video that this complex event required." — Marc Schulman, XPRIZE foundation was Adrian's client

"I've worked with Adrian on more than one occasion. At a very short notice, he came through above and beyond what I could have hoped. His ability to wear different hats is exceptional and his eye for detail was a key element for us being able to succeed in our projects together. Adrian brings a ton of skills, passion, creativity and determination. I value his collaboration tremendously. Also, check out his book!"

— Juliette D. Marquis, Founding Partner/Director, More Better World

"Adrian Roup is a true master of his craft ... There are many video producers whose technical skills are top-notch. Adrian is one of them, but what sets him apart is how well he engages others in delivering outstanding projects. Adrian is a true pleasure to work with..." — Terry Schmidt, MBA, PMP, SMP, was Adrian's client

"We hired Adrian from FilmCrafter.com to create a YouTube channel and marketing videos for The Dissertation Coach.com Adrian provided a unique and very useful blend of media readiness coaching combined with online marketing insights that will bring viewers to our YouTube channel and ultimately to our website... I highly recommend him. "

— Alison Miller, President & Owner, The Dissertation Coach, was Adrian's client

"Adrian stepped up for us after a cursory social media intro and put together a really excellent production. He was incredibly helpful in putting the project together, getting great content and editing a product that we are really proud to stand behind. He was friendly, hardworking, and a pleasure to work with. I highly recommend him to anyone!"

— Llewellyn Cox, CEO, Lab Launch Inc., was Adrian's client