

Carl Tietze

Creative Director • Videographer • Storyteller

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(503) 957-7625

I am a multi-talented media producer that can write, photograph, shoot, edit, and then musically score an entire commercial or documentary video from scratch. With skills in storytelling, videography, photography, as well as graphic design and leading creative teams, I have a proven track record as a considerable asset to my employers and clients.

Producing original music that matches my visual storytelling gives me a unique edge in creating cohesive and engaging content on any budget. I further have skills in motion effects, 3D modeling, animation, photo retouching, graphic design, and copywriting.

Work Experience:

Arcimoto, 2018-2024

Creative Director / Lead Media Producer

I led the Creative Department at Arcimoto, an American company creating electric three-wheeled EVs to transform the transportation paradigm around the world. I was the lead producer in all video, print and web assets, photos and marketing campaigns. I made a significant impact on the company's marketing initiatives and stock evaluation, and was the chief creator of video content for the company. I also composed the original music for our videos, made purchasing and equipment decisions, recruited talent, developed ad ideas, and worked directly with the executive level to forge company messaging. **Most observers assumed Arcimoto had hired an expensive outside ad agency because of the high quality of the assets I created.** With my wide variety of skills the company was able to present itself on a world-class level without impacting the marketing budget by seeking outside contractors.

Contact: Melissa Ward, HR Director Melissamward24@gmail.com

Eric Fritz, Chief Marketing Director eric.fritz@gmail.com

I wrote, shot, edited and composed nearly all videos going back to the fall of 2018 on the Arcimoto video channel: <https://www.youtube.com/c/arcimoto/videos>

I was also the chief photographer for almost all of the studio and live action photographs seen on our website and our marketing initiatives. A selection of my Arcimoto work is on my website: www.activatormedia.com

Activator Media, 2013-2018

Video Producer • Video Editor • Copywriter

Producer, writer and editor of videos for international, national and local businesses to advertise and promote their companies in short and long form commercial spots. Specializing in

interviews, business-to-business collateral marketing, product displays, and music videos. Created original music, scripts and also appeared on-camera as needed. Extensive work with :30 and :60 commercial spots, infomercial segments, and documentaries. Copywriting Clients included **Hoover, Black & Decker, Big-Wheels, Rubbermaid, Ramada, Howard Johnson's**. Oregon clients include **Moovel Transit** (Globe Sherpa) **Zapproved**, Portland Music Company, Holistic Nutrition Labs, Atomic Auto, **US Outdoor Store**, Wright Construction.

Wrote/Starred in Travel Documentaries for: **Aruba, U.S. Virgin Islands, Australia, Bermuda**
www.activatormedia.com

Solovox, 2001-Present
Music Producer • Film/TV Composer

Sound designer and music composer for numerous commercial clients. Credits include **A&E's Biography: Dorothy Stratten**, Apple Arcade's **Marble It Up** video game, Nintendo Wii game 'Helix,' Burn Notice-USA Network, Royal Caribbean Cruise Lines, Adidas, Oregon Lottery, PBS 'Voices Of Vision' and MX Gaming's Hulkamania and Blues Brothers video games.

Skills:

Team Leadership

(Project Management, Talent Recruitment, Company Messaging)

Videography / Cinematography

(Sony A7rii, Sony FX3, Sony FS5ii, DJI Osmo, etc)

Direction / Copywriting / Concepts / Marketing

Video Editing (Final Cut / Adobe Premiere)

Motion Graphics (Apple Motion / After Effects / Blender)

Drone Operation & Cinematography (DJI Inspire Pro, Mini, etc)

Live Audio Recording (Mic Setup / Voiceover / Audio Mixing)

Music Composition (Ableton Live, Cubase, Logic)

Work Highlights:

Arcimoto 'Aloha Arcimoto' (Shot, Edited & Created Original Music)
<https://youtu.be/yICdPB636Qc?si=TDAsHFHjlaTv3aTu>

Arcimoto 'Our Vision' (Co-wrote, Shot, Edited, Created Motion Graphics & Original Music)
<https://youtu.be/vdpcbCAhA60s?si=cYPbV0BT9Hq90ihA>

Arcimoto 'MUV' (Wrote, Shot, Edited, Created Motion Graphics & Original Music)
https://youtu.be/Bke03NV8sYE?si=EKe3B_T6LZhK7EH5

Zapproved video (Produced, Edited, and Scored by Activator Media)
<https://www.youtube.com/watch?v=A4eUIH1Dzy4>
Reference: Chris Bright, VP of Marketing chris@zapproved.com

GlobeSherpa - Moovel Transit recruitment video (Produced, Written, Edited, and on-camera talent)
<https://www.youtube.com/watch?v=TQIRzH2YKa8>
Reference: Nat Parker, CEO moovel, North America nattyparker@gmail.com

'Stinger' Video, Hero Awards Show (Produced, Edited and Scored)
<https://www.youtube.com/watch?v=VwPx2PPIkaA>

U.S. Outdoor Store (Produced and scored with FliptFrame Video)
<https://youtu.be/OesBH0L90JY>

Drone video (produced and scored with FliptFrame Video)
<https://youtu.be/hB0Z-nUBtpg>

EDUCATION: Music Composition B.A., University Of Georgia (Music/History)