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CAREER SUMMARY

Dynamic, multifaceted, and creative professional with over 24 years of experience in digital media production, web development, marketing and immersive storytelling. Expertise in leveraging video, audio, and web technologies to craft engaging content that resonates with diverse audiences. Adept at merging creative vision with emerging tech to deliver digital narratives that not only inform but also inspire. Driven by a passion for creative excellence rather than the conventional job framework. Actively exploring diverse opportunities to produce remarkable work in a dynamic, growth-oriented setting, characterized by a unique blend of strategic foresight, innovative problem-solving, and cross-disciplinary tactics.

- Proven track record in strategic planning, innovative problem solving, and multidisciplinary approaches.
- Known for an 'Outside The Box' approach, specializing in researching and implementing technology solutions.
- Expertise lies in spearheading innovative content creation across multiple platforms.

CAREER HIGHLIGHTS

Red Dog Collective

- **Website and Digital Presence:** Created and continue to manage the Red Dog Collective's WordPress website, crafting an online platform that echoes the organization's dedication to supporting the unhoused.
- **Video Production:** Independently execute all aspects of video production from concept to completion, including shooting, aerial videography, editing, and post-production, to create impactful narratives.
- **Music Production and Sound Design:** Compose and record music and sound design for various media projects, adding depth and emotion to enhance audience engagement. Created a branded sound for the organization to make the media efforts more cohesive and recognizable.
- **Design:** Designing all needed elements for web and print.
- **Community Outreach and Advocacy:** Co-facilitate comprehensive outreach initiatives alongside my RN BSN partner, offering medical assistance, essential supplies, and transportation to those in need, under a harm reduction model.
- **Copywriting:** Created copy for all aspects of Red Dog Collective

Multimedia Content Creation

- **Innovative Communication through Multimedia Channels:** Specialized in integrating video, audio, and web technologies to craft compelling narratives. View diverse and groundbreaking projects at ahausten.com, showcasing a wide array of multimedia communication strategies.
- **Expansive Multimedia Skillset:** Skilled in various aspects of multimedia creation, including visual storytelling, video editing, and leveraging a range of software tools like Adobe Suite and Runway.ml.
- **Creative and Technical Expertise:** Excelled in merging imaginative concepts with practical application. Key projects include the engaging Taco Johns interactive experience and the dynamic Mayo site development, highlighting a balance of creativity and technical acumen.
- **Developed expertise in video production, AI technologies, and aerial videography/photography,** staying at the forefront of current trends and technologies.
- **Advocated for the principle** that ideas can emerge from diverse sources and evolve through effective communication, fostering a culture of collaboration and creativity that transcends traditional workplace boundaries.

Project Management

- **Orchestrating Success:** Demonstrated ability in leading technical projects, balancing creativity and process to deliver exceptional results.
- **Team Leadership:** Experience in guiding diverse teams, ensuring collaboration between creative and technical talents to achieve project goals.
- **Process Optimization:** Skilled at streamlining project workflows, ensuring efficient and timely completion of tasks.

Creative Problem-Solving & Direction

- **Technical Problem-Solving Leadership:** Renowned for technical expertise and problem-solving skills, especially in challenging scenarios. Excelled in providing solutions and guidance in technical matters, earning a reputation as the go-to individual for complex issues.
- **Strategic Vision and Innovation:** Demonstrated an exceptional ability to see the big picture, aligning creative endeavors with broader organizational goals. Known for challenging traditional methods, fostering innovation, and driving progress in content creation.
- **Design & Execution:** Proven expertise in producing highly regarded work, with a focus on collaborative efforts alongside specialized design teams to elevate creative output. Demonstrates a versatile approach to design, confidently undertaking projects and seeking expert input when needed to ensure exceptional results.
- **Innovative Solutions:** Aptitude for approaching challenges with creativity, turning obstacles into opportunities for innovative outcomes.
- **Adaptive Strategies:** Ability to adjust tactics and strategies in response to project needs and challenges, ensuring success.
- **Holistic Approach:** Leverages extensive knowledge and years of experience to adopt a holistic approach, ensuring a thorough understanding of all project elements. This deep insight enables the visualization of the bigger picture, facilitating effective problem-solving from conceptual design to practical execution.

Learning & Adaptability

- **Continuous Learner:** Passion for acquiring new skills and knowledge, especially in technology and new creative tools, keeping abreast of industry trends and advancements.
- **Adaptable Expertise:** Enthusiastic about learning and applying new methodologies and industry trends across diverse content and media creation sectors.
- **Innovative Mindset:** Embraces challenges as opportunities for growth and innovation, adapting to new environments and requirements seamlessly.

Team Collaboration & Mentoring

- **Exceptional at fostering collaborative environments,** encouraging team members to share ideas and work cohesively.
- **Committed to guiding and nurturing talent,** sharing knowledge and experience to uplift team capabilities.
- **Interdisciplinary Collaboration:** Demonstrates a broad skillset and diverse knowledge, enabling effective collaboration with various departmental teams to drive cohesive project outcomes.

Audio-Visual Production

- **Aural & Visual Artistry:** Extensive experience in producing high-quality audio and visual content, from recording to editing.
- **Skilled in using advanced tools** for audio mixing, video editing, and motion graphics, elevating the quality of productions.
- **Creative Storytelling:** Ability to weave compelling stories through audio-visual mediums, engaging and captivating audiences.

Marketing & Audience Engagement

- **Strategic Marketing:** Over a decade of experience in sales and marketing, with a keen understanding of audience engagement and brand promotion.
- **Content Creation for Social Media:** Expertise in crafting content tailored for social platforms, demonstrated in projects like the Commerc video and the Minnesota Vikings [Students on the Sidelines](#) campaign .
- **Audience Insight:** Proficient in identifying and targeting audience segments, effectively communicating brand messages.

Web Development & Design

- **Comprehensive Web Skills:** Skilled in JavaScript, HTML, CSS, and responsive web design, showcasing a broad understanding of website development and maintenance.
- **Independent Site Development:** Proven track record of developing and maintaining websites, like the U of M site and the Mayo Clinic content site.
- **Integrating Functionality and Aesthetics:** Balances technical functionality with aesthetic design in web development projects.

PROFESSIONAL EXPERIENCE

- **Digital Media and Web Specialist | Star Tribune**, Minneapolis, MN | October 2006 – 2024
- **Freelance**, web Development, project management, Coding, Design, Client Relations.
- **Chef**, 13 years in the culinary field, including 6 years in fine dining, sharpened skills in high-pressure decision-making, creativity, and team management. Consistently championed the importance of creativity and precision, integral to the art of fine dining, to ensure exemplary culinary execution and guest satisfaction.
- **Musician and Producer**, Recording Engineer, Producer, multi-instrumentalist, Professional live musician.

FREELANCE PROJECTS

- **Charity Project for Teenage Activist (Trinidad and Tobago)**: Developed a conservation-focused website that won second place at a global youth summit. The project included a forum and interactive Flash interface and marked the first client-based website development.
- **Preston Kelly(now Preston Spire) Projects** (2000 – 2010): Engaged in various web development tasks including animated banners, WordPress, games, project management, and programming.
- **Interactive Widget for Local Developer** (2011): Created an interactive map for a developer, featuring user interaction and a backend for client updates, using Flash, PHP, and SQL.
- **MakeltOk.org (Collaboration with Preston Kelly)**: Worked on the original version of the website focusing on WordPress development.
- **Paul Ross - Lawyer** (2010): Designed a long-form for client information collection using PHP and JavaScript.
- **First Video Project | US Bank** (2000): Produced a video titled 'White Rabbit' for the US Bank national conference.
- **Radio Spot Production** (2008): Provided services in production, recording, and editing for a local radio station bumpers.

