

ABDULLAH RIDVAN CAN

Video & Motion Graphics Producer | Post-Production & Studio Production

Texas, USA | arc@arclabcreativestudio.com

Portfolio Reel: <https://www.youtube.com/watch?v=MBxQsHmDEGA>

PROFESSIONAL SUMMARY

Multimedia Producer with over 10 years of experience managing the full video production lifecycle—from concept development and scriptwriting through cinematography, motion graphics, and final post-production delivery. Background includes founding and operating an independent production company, concurrently managing multiple institutional clients on a contract basis, and collaborating for more than two years with the marketing department of WFAA, a leading North Texas television station, to produce both in-studio and on-location content. Additional television production experience includes directing and producing a pilot episode for a television program in Türkiye. Experienced in multi-camera studio production and directing, including podcast and entertainment programming. Skilled in translating complex or technical subject matter into clear, engaging visual content for commercial, corporate, and documentary-style projects. Possesses working knowledge of Adobe After Effects for motion graphics and animation, along with advanced editing and color grading expertise in DaVinci Resolve and Adobe Premiere Pro. Holds a Turkish drone pilot certification and has hands-on aerial videography experience. Comfortable independently managing multiple projects and deadlines while also collaborating effectively within small creative teams.

PROFESSIONAL EXPERIENCE

ARC Lab Creative Studio | Owner & Multimedia Producer October 2023 – Present Dallas, TX

Broadcast & News Media Support: Contracted through Banah Creative (October 2023 – January 2025) to support the marketing team of WFAA, a major North Texas television station running both in-studio and on-location live broadcasts — filmed behind-the-scenes coverage of WFAA's on-location field broadcast crew and produced a dedicated recap video from that footage.

Notable Projects: Filmed behind-the-scenes coverage during the Dallas Mavericks' 2024 NBA Finals run, and contributed to the production crew for a documentary profiling Opal Lee, known as the "Grandmother of Juneteenth."

Full-Cycle Content Production: Managing a diverse portfolio of agency and direct clients, including model-led product campaigns for national brands such as 7-Eleven, and instructional/training video content for organizations such as Auto Impact.

Studio & Podcast Production: Produced and filmed multi-camera podcast episodes in an in-house studio under the Banah Creative brand, overseeing camera operation, audio capture, and editing.

Field & Studio Operations: Serving as lead cinematographer and editor across event coverage and lifestyle/product cinematography.

Motion Graphics & Animation: Developed animated titles, lower-thirds, and transition graphics using Adobe After Effects for marketing and social media deliverables.

Scriptwriting: Wrote scripts and talking points for commercial and corporate video projects, translating technical or brand-specific information into clear, audience-friendly narratives.

Asset & Equipment Management: Maintained digital archives and managed technical workflows for rapid, high-quality delivery; assisted in selecting, configuring, and maintaining camera, lighting, and audio equipment.

ARC Film Production (Owner) | Smart Advertising Agency (360° Creative & Media) 2015 – 2023 | Turkey

Founded and led ARC Film Production as the production division of Smart Advertising Agency, operating on a fully contract-based model while simultaneously managing several major institutional clients and leading in-house creative teams of 3-4 professionals. Owned end-to-end responsibility for every production — from client acquisition and creative direction to final delivery — across concurrent, multi-year contracts:

Zübeyde Hanım Educational Institutions & O SINIF Digital Platform (2021–2023): Spearheaded production of 8,000+ online course videos; managed the YouTube ecosystem and digital education presence.

Sınav Educational Institutions (2019–2023): Produced high-budget commercial advertisements and managed the YouTube presence for one of Turkey's most prominent national private school chains.

MyExamy Digital Platform (2021–2023): Developed technical user guides and creative video assets to drive platform engagement and retention.

Directed a studio-produced pilot episode of **Durma Düşersin**, an entertainment program filmed in Istanbul, managing multi-camera setup and on-set production.

Oversaw production equipment inventory, procurement, and maintenance schedules for the agency's production wing.

Gediz University | Instructor (Art Education & Film) 2013 – 2016 | Turkey

Instructed university-level courses on the fundamentals of art education, with a curriculum specialized in film aesthetics and cinematic principles, while completing graduate studies.

EDUCATION

B.A. in Cinema & Television: Dokuz Eylül University, Faculty of Fine Arts (Class of 2013).

SKILLS

Post-Production Mastery: Advanced Editing (DaVinci Resolve, Premiere Pro), specialized in "clean timeline" management.

Motion Graphics: Adobe After Effects (animated titles, lower-thirds, transitions, basic motion design).

Studio & Broadcast Production: Multi-camera studio setups, directing, and behind-the-scenes/news production support.

Scriptwriting: Commercial and corporate scriptwriting; simplifying technical content for general audiences.

Technical Workflow: Multi-cam Sequencing, Asset Architecture, Rough-to-Final Pipeline, Metadata Organization.

Equipment Management: Camera, lighting, and audio equipment selection, configuration, and maintenance.

Business Ownership: Contract-based client management, concurrent multi-account production oversight, team leadership.

Specialization: Color Grading (Intensive focus), Audio Polishing, Short-form Viral Content Strategy.

CERTIFICATIONS & LICENSES

Licensed Drone Pilot (Turkey)