



# ZACH NASITS

**Executive Creative Producer • Director • Cinematographer**

San Antonio, TX • 512-826-3528 • [zachnasits@gmail.com](mailto:zachnasits@gmail.com)

**Portfolio:** <https://geomedia.com/work/>

**Select Applicable Works:** [ZachNasits - EP, Director, Cinematographer](#) (long form)

## PROFESSIONAL SUMMARY

Senior Executive Creative Producer, Director, and Cinematographer with 25+ years of experience leading video production, commercial campaigns, and documentary storytelling for national brands, agencies, and nonprofits for broadcast, web, digital, social, and experiential applications. Proven expertise in executive communications, creative leadership, production management, budgeting, and post-production workflows. Recognized for delivering award-winning content on-time and on budget while aligning creative strategy to showcase organizational core values and goals.

## CORE SKILLS

Brand Marketing • Creative Direction • Concept Development & Delivery • Executive Producing Content Initiatives • Video Production & Production Team Management • Live Action Directing • Cinematography • Documentary Production • Commercial Production • Budgeting & Scheduling • Contract Management • Post-Production Oversight • Editing & RAW Color Grading • Motion Graphics Direction • Budgeting & Vendor Management • Client Relations • Brand Storytelling • Leadership Communications • Social Media Video • Broadcast Video

## TECHNICAL SKILLS

**Pre-Production.** Showbiz Budgeting, Google Workspace (Advanced), Microsoft Office(Advanced), various industry Storyboarding & Collaboration Tools, Industry Guidelines & Protocol

**Production.** Grip, Lighting, Camera Systems. ARRI, Panavision, RED, Sony, Canon, DJI, Aerial Video, Photography, Camera Cranes, Remote Heads, Dollies & Gimbals,

**Post-Production.** RAW post production workflows, RAW 4K Color Grading Process, DaVinci Resolve, Frame.io, Vimeo, Adobe Premiere Pro, Photoshop, Lightroom

## PROFESSIONAL EXPERIENCE

**GEOMEDIA — San Antonio, TX**

**Director / Executive Producer / Cinematographer / Principal | 2011– 2023**

- Executive leader responsible for production, post-production, graphics, and visual effects operations
- Managed teams of 6–10 creatives, producers, and technical staff
- Built and scaled live-action production division
- Oversaw business operations,





vendor relationships, and long-term client partnerships • Supported internal branding, communications, and organizational continuity initiatives

### **Executive Creative Producer / Director / Cinematographer | 2006–Present**

- Led end-to-end video production from concept development through final delivery
- Delivered 300+ broadcast commercials and large-scale digital campaigns • Directed and shot thousands of commercial, documentary, and branded content projects nationwide • Managed production budgets, schedules, contracts, and workflows • Oversaw post-production including editing, motion graphics, color grading, sound, and delivery • Specialized in executive interviews, leadership communications, and documentary-style storytelling • Trusted advisor to executive leadership for sensitive messaging and high-visibility campaigns

*Select Partnerships:* The San Antonio Spurs, The USAA Education Foundation, Valero, American Cancer Society, City of San Antonio, TxDOT, Spurs Sports & Entertainment, CPS Energy, H-E-B, VIA Metropolitan Transit, University Health, UT Health, Methodist Health, Baptist Health, Driscoll Children’s Health, San Antonio Water Systems, Fisher House Foundation, Elizabeth Dole Foundation, Children’s Bereavement Center of South Texas, Roy Maas Youth Alternatives and more.

### **I.A.T.S.E. LOCAL 600**

#### **Camera Assistant / Camera Operator / Technician | 2002–2009**

- Advanced from film loader to 1st Assistant Camera and camera operator • Key personnel for feature films, episodic television, documentaries, music videos and more • Supported complex camera builds and high-pressure union productions • Disney Pictures, NBC Universal, Lifetime Network, MTV, ABC and others • Chaired Set Safety Committee for Friday Night Lights (NBC Universal)

### **LASZLO RAIN**

#### **Director’s Assistant / Studio Ops / Camera, Grip & Lighting Mangr | 1999–2002**

- Acquired turnkey production company requirements through experience • Supported Film & Video production across studio operations, camera, lighting, and post-production • Managed grip and camera inventory including 16mm and 35mm systems • Post Production Editorial & Graphics • Client management, support, and on-set logistics

## **AWARDS / CREDENTIALS**

- 30+ American Advertising Awards • Multiple Telly Awards • EMMY-nominated commercial – City of San Antonio • American Advertising Federation - San Antonio Board Member • Northwest Vista College - Visual Productions Board Chair • NBC Universal Safety Committee Board Member (Friday Night Lights)

## **EDUCATION**

BA, Communications — St. Mary’s University

Maine Photographic Workshops — 35mm 1st Assistant Cameraman Certification

