

A black and white portrait of a man with a beard and glasses, wearing a fedora-style hat and a dark button-down shirt. He is standing in front of a brick wall with his arms crossed. The text 'Neil Speers - CV' is overlaid on the left side of the image.

Neil Speers - CV

Photography | Videography | Design | Social Media

Career Goal

My goal is to find a position where my expert skills in photography and videography, plus my experience in journalism, can be used to fill a company's marketing and social media channels with engaging content.

Business Portraits / Headshots



Skills

Management

- Experience supervising employees and coworkers
- Developed systems for reducing redundant tasks
- Experience in procurement and resource allocation
- Very strong written and verbal communication skills
- Experience with cash, payables, receivables, collections and payroll

Interpersonal and communication

- Easygoing manner with coworkers and customers
- Strong skills in developing rapport with a variety of people
- Highly customer service oriented
- Comfortable presenting to groups of people
- Experienced writing large quantities of content to meet deadlines

Marketing

- Excellent capabilities in photography and videography
- Highly skilled in graphic and design production
- Knowledgeable in HTML, CCS and WordPress websites
- Experienced with major social media platforms including Facebook, LinkedIn, Twitter, Instagram and Pinterest
- Knowledgeable about using email automation with MailChimp
- Experienced with Buffer to schedule social media posts across several platforms

Technical

- Commercial & Heashot Photography
- Promotional Video Production
- Adobe Photoshop (since Version 2)
- Adobe Creative Suite
- Adobe Lightroom
- Quark XPress
- HTML / CSS
- WordPress websites
- Microsoft Office
- Logic Pro X (Audio editing)
- Final Cut Pro (Video editing)
- Mac OS
- Windows OS
- Facebook Advertising
- Buffer (Twitter automation)
- Mailchimp (email automation)

Industrial Photography



Work Experience

WORK EXPERIENCE

Freelance Photographer

Self employed; Calgary, AB – 2000 to Present

- Created a system for completing head shots at the client's location within 45 minutes from setup to teardown, including delivery of a retouched digital business portrait
- Established a high level of rapport with clients to help them relax and present their best self in front of the camera
- Developed systems for capturing, sorting, editing, retouching and backing up large quantities of images
- High level of proficiency in videography and video editing for projects ranging from independent short films to business promotional videos and music videos

Graphic Designer

Self employed; Calgary, AB – 2000 to Present

- Created strong marketing driven designs for clients using print, social media and web based solutions
- Provided technical correct file for printing which often resulted in discounts from printers
- Provided graphic design for a complete marketing package promoting a tourist attraction in Skagway, Alaska – which increased the attraction's customer visits by 400%
- Created client websites using WordPress, which they can modify, edit and expand as needed
- Excellent knowledge of typography to support and enhance clients' marketing message

Guitarist / Recording Artist

Self employed, 1977 to present

- Have written, recorded and released one full-length album, two five-song EPs, and two singles
- Distributed music through online sources including iTunes, Amazon and Spotify
- Highly skilled as a guitarist with good knowledge of several other instruments
- Advanced skills in sound reinforcement with PA systems, as well as recording live performance and in studio
- Skilled in recording voiceover for video productions
- Perform solo acoustic shows as well as guitarist for blues and old school R&B band The Big Heat

Portrait Studio Owner / Manager

Alberta Portrait Inc.; Calgary, AB – March 2008 to November 2015

- Created high-quality family portraits as well as baby and children's portraits
- Primarily market was to mid and upper income clientele
- Developed routines for responding to initial calls, booking sessions, and managing expectations throughout the life cycle of a portrait session
- Became highly proficient in helping clients purchase the best quality enlargements and packages along with up-sells to meet their needs
- Ran two locations with staff including photographers, studio manager, retouchers
- Established strong rapport with clients to help them be comfortable in front of the camera
- Sourced material suppliers and services at best prices while maintaining highest level of quality

Sales Associate, Key Holder

Lifesport Calgary Ltd.; Calgary, AB – November 2001 to March 2016

- Became one of the top performing sales people, selling cross-country skis and bicycles, as well as related parts and clothing
- Key holder, as well as supervisor for staff as needed
- Responsible for handling cash, closing till and reconciling with credit / debit transactions
- Developed strong skills in helping people to discuss their sporting goods needs when initially reluctant to talk with a sales person
- Helped customers find the right solutions for their needs using detailed product knowledge and technical skills

Instructor / Educator

Online instructor, photography; Brighton College
2015 to 2016

- Created a full online training curriculum and content for an 'introduction to photography' course

Graphic application and digital imaging instructor, CTC Calgary
2007 to 2009

- Instruction in photography and digital retouching
- Instruction in and maintenance of the Macintosh OS

Owner and creator of the educational website

BestPhotoLessons.com

2013 to present

Editor / Reporter

Crowsnest Pass Herald – News Editor; Crowsnest Pass, AB – 1998 to 1999

Municipal Monitor – Managing Editor; Airdrie, AB – 1997 to 1998

- Responsible for sourcing news and writing stories
- Wrote 10 to 15 stories of 200 to 1000 words each on a weekly basis
- Edited stories and articles by freelancers, other staff and off of the newswire
- Created layouts for stories, features and photographs in the newspaper
- Responsible for darkroom developing and printing of the majority of photos used in the newspaper

Volunteer Positions

Drop-In Centre – 2016 – Sound engineer

National Music Centre – 2015/2017 – Event setup and technical support

Four Feet Companion Foundation – 2012-2014 – Video production

Professional Photographers of Canada – 2012 – Calgary area
Chairman

Habitat For Humanity – 2007 – Photographer

Childfind – 2003 – 2004 Graphic designer

Crowsnest Pass Allied Arts Association – 1998/1999 Board

Member at Large

Product Photography



Education & Links

Graphic Design, Desktop Publishing
SAIT – Calgary, AB 1999 to 2000

Arts and Science Diploma – 2 year, Journalism
Mount Royal College (now MRU) – Calgary, AB 1981 to 1983

Workshops

30 Day Social Media Marketing Challenge – 2017
Workshop and 30 Day exercise to build up Twitter followers and
create content across several social media channels

Music Ads Workshop 2.0 – 2017
In-depth course on Facebook advertising

What is SEO – 2018
Introduction to Search Engine Optimization

LINKS

SpeersPhoto.com

CalgarySoundsGood.com

[Twitter.com/HardwireSpeers](https://twitter.com/HardwireSpeers)

[Instagram.com/n_speers](https://www.instagram.com/n_speers)

[Facebook.com/CalgaryPhotography](https://www.facebook.com/CalgaryPhotography)

[Facebook.com/groups/BestPhotoLessons](https://www.facebook.com/groups/BestPhotoLessons)

[Pinterest.ca/NeilSpeers](https://www.pinterest.ca/NeilSpeers)

[Youtube.com/user/CalgaryPix](https://www.youtube.com/user/CalgaryPix)

CERTIFICATIONS/LICENSES

Craftsman Of Photography designation – MPIO



Contact

Neil Speers

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7716 46 Ave NW
Calgary, AB T3B 1Y2

Norm Person
19 Beacham Close NW
Calgary, Alberta T3K 1S5
November 19, 2017

To whom it may concern:

I had the pleasure of employing and working with Neil Speers for almost 15 years. I found Neil to excel at sales and customer service. Neil has a gift of connecting with a wide variety of clients, being able to make them feel comfortable and assessing their needs. With these skills, he developed long-term relationships between customers and the business. He was one of our top employees for successfully closing sales.

Neil was always competent and reliable. He was an excellent team player with other staff and was professional yet personable in his communication skills. I would not hesitate to recommend him for employment.

Please contact me at (403) 630-7792 if you would like more information regarding Neil Speers.

Sincerely,

Norm Person

iTinkr Inc.

i T i n k r . c o m

S o m e w h e n . t v

N e i l E n o c k . c o m

D o c C h r i s t m a s . c o m

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C r i b S c a p e s . c o m

W r i s t R a c k . c o m

T r a i n T a l k . t v

W o o d e n B o x e s . c o m

S m a l l B o x H a r d w a r e . c o m

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Canada

To whom it may concern,

I've known Neil Speers for more than 20 years and over that time I have worked with him on a wide range of projects. He is my go-to for graphic design, having created cards, brochures, displays and websites for my various endeavours. I've employed him as a photographer and videographer. He has very good technical knowledge of computers, photographic and video related equipment and is a good trouble-shooter when problems arise.

Neil has a strong sense of visual design, he usually comes up with creative and novel solutions. As well, he is efficient, completing projects quickly and with a high level of refinement.

I work with a diverse group of people and Neil always fits well in my teams. He is a good communicator who readily shares his ideas with others and has the ability to take someone else's ideas and expand on them.

I believe Neil would be an asset for any organization that requires someone with a good balance of both creative and technical talents. Please call me at 403-629-3951 for further reference information.

Kind Regards,

Neil Enock
neil@iTinkr.com