

Commercial Cinematographer

Michael Zhang

Professional summary

Commercial Cinematographer with a proven track record of creating visually striking advertisements for major brands. Expertise in fast-paced production environments, utilizing the latest technology to deliver high-quality footage under tight deadlines. Adept at collaborating with creative teams to craft visuals that elevate brand messaging and resonate with audiences.

Experience

Cinematographer

February 2019 - Now

BrandVision Studios / United States, Chicago, IL

- Shoot commercials for top-tier brands, including Coca-Cola, Ford, and Nike.
- Utilize advanced lighting, camera rigs, and cutting-edge technology to create compelling visuals.
- Collaborate with creative directors to ensure brand messaging is communicated effectively through visuals.
- Manage production teams on set, supervising camera and lighting departments to ensure high production value.

Camera Operator

May 2016 - January 2019

Chicago Ad Agency / United States

- Assisted in shooting commercials, product videos, and digital content, managing camera setups and supporting senior cinematographers.
- Operated camera systems, drones, and stabilizers for a variety of commercial projects, ensuring smooth, high-quality shots.
- Contributed to brainstorming sessions for visual strategies, helping elevate the creativity of the shoots.
- Trained junior camera operators, improving team efficiency and production quality.

Key Projects

- "Coca-Cola's 'Share a Coke' Campaign" (2022)
- "Ford Mustang GT Advertisement" (2021)
- "Nike's 'Just Do It' Series" (2020)

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Education

Bachelor of Arts in Cinematic Arts


Columbia College Chicago


United States, Graduated: May 2016


Certifications


- Certified Drone Operator**, FAA, March 2019
- Professional Lighting Techniques**, ASC, June 2017


Skills

Advanced Commercial Film Lighting & Composition 

Drone Cinematography and Aerial Shots 

High-Speed Cameras and Slow-Motion Setups 

Post-Production Techniques (Color Grading, Visual Effects) 

Camera Systems: ARRI, RED, Sony FX Series 

Camera Stabilization and Gimbal Operations 