

To Whom This May Concern,

My name is Joseph Cannatelli and I have been building my career in the creative audio/visual fields. To facilitate this, I have been studying for my BFA in New Media at the University of Tampa. This has allowed me to refine my skills in visual arts, while simultaneously applying my training in audio production and engineering.

I have maintained a professional understanding of Premiere and After Effects to facilitate the creation of visual experiences for social media platforms such as TikTok, Instagram, Twitter, and YouTube. These visual experiences can also be used specifically on Spotify in the form of canvases, which are 6-second loops which can be shown to users in place of cover art. I've also been experimenting with virtual production through Unreal Engine to explore further avenues in visual experience creation. My time as a New Media major has also refined my skills in Photoshop and Illustrator which can be used for branding such as cover art and NFT creation.

I have maintained a mentorship and collaborative relationship with Travis House, who has trained me in audio production and engineering using Logic Pro X. I am well versed in the creation of instrumentals and beats, as well as the recording, mixing, and mastering of records which can be released to streaming platforms. This passion inspired me to start the UT Music Producers, which is a student organization focused on teaching and developing music production. I have been able to work my knowledge of audio productions into many of my visual projects during my time as a New Media Major.

While maintaining my position as a full time student, I also operate my freelance audio/visual career. Through this, I have directed, edited, and delivered visual experiences to clients in the Tampa Bay area. This has allowed me to gain experience shooting on the Sony A6500 camera body, with a variety of lenses. I've used various gimbals for steady shots, as well as a DJI Mavic Air 2 to facilitate aerial footage. My time working freelance has given me extensive experience with customer relations, and legal contractual protection for my physical and

digital property. Maintaining a social media presence is vital to this kind of work, and while I may fall short on this aspect, I do my best to maintain interactions across various platforms. Due to this, my digital marketing skills have been a focal point of personal improvement.

I hope that we will have the opportunity to meet and create together,

~Joe