

DAKOTA MARTIN

DIRECTOR OF PHOTOGRAPHY | VISUAL CONTENT PRODUCER | VIDEOGRAPHER | PHOTOGRAPHER

Las Vegas, Nevada | FilmsByDakota | [email] | [phone] | [portfolio URL]

Professional Summary

Las Vegas-based Director of Photography, visual content producer, videographer, photographer, and editor with production experience dating to 2013. Combines six-plus years of live television direction with hands-on commercial, sports, event, narrative, music, real-estate, and recurring-content production. Builds complete content systems from capture and asset organization through editing, motion graphics, multiplatform versions, delivery, and long-term archive management.

Core Capabilities

- Cinematography / Director of Photography
- Live television direction and multi-camera awareness
- Commercial, corporate, and testimonial production
- Sports, entertainment, and live-event coverage
- Sony FX3, location lighting, drone, and stabilized movement
- Photography: portraits, events, and real estate
- Editing, color, motion graphics, and VFX
- Podcast, recurring-series, and multiplatform delivery

Professional Experience

THE MIKE FERRY ORGANIZATION | Photographer / Videographer | Las Vegas, NV | Oct 2024 - Present*

- Produced end-to-end video and photography for annual retreats, training programs, recurring series, podcasts, testimonials, headshots, and brand campaigns.
- Supported major live events with promos, daily openers, countdowns, logo reveals, testimonial loops, AV slates, session archives, social clips, and edited photography.
- Built repeatable podcast and episodic workflows spanning multicamera/Zoom sources, long-form video, audio releases, social cutdowns, thumbnails, transcripts, branded intros, graphics, music, and sound design.
- Created horizontal, vertical, square, story, audio, web, and event-playback versions while maintaining organized archives for revision and repurposing.

LIVE TELEVISION | Director | 6+ years documented in career bio

- Full-time live television direction experience supporting fast, deadline-driven production environments.
- Broadcast foundation informs multi-camera planning, talent awareness, timing, communication, and reliability on set.

FILMSBYDAKOTA | Director of Photography / Videographer / Photographer | Las Vegas, NV | 2013 - Present

- Independent and collaborative work across events, real estate, weddings, music videos, sports, concerts, commercial interviews, social content, and self-funded narrative projects.
- End-to-end capability spanning visual development, camera, lighting, audio, drone, edit, color, motion graphics, and delivery.

Selected Production Experience

Sports / entertainment	VSIN; UFC 303 media day and b-roll package; DraftKings Super Bowl b-roll and media row; World MMA Awards; Steve Aoki Day; Dan Le Batard shoot days.
Commercial / corporate	The Mike Ferry Organization live events, podcast, recurring training series, testimonials, headshots, and brand campaigns; Edison Interactive; Monarch Gaming; Pet Madness; Accel Electric; VSIN promotion.
Narrative / music	KILO; Analog short film; SPLIT short film; Daisy Tyler music video; Juno Rucker; Urban Heat; original short-form and self-funded films.
Lifestyle / real estate	C Plus Golf; Goon Squad; weddings; portrait and event photography; residential property and aerial coverage.
Digital / post	Recurring podcast and episodic pipelines; long-form, audio-only, social, thumbnail, transcript, and playback versions; Adobe Premiere Pro, After Effects, Photoshop, motion graphics, and reusable brand libraries.

Portfolio-Ready Work

- 2024 Cinematography Reel - 50-second finished reel combining narrative, automotive, lifestyle, music, and interview imagery.
- Corporate Demo Reel - 72-second finished reel with sports, event, interview, hospitality, and on-set production imagery.
- UFC 303 Media B-roll Package - finished event deliverable supported by a larger UFC media-day archive.
- KILO - seven-minute narrative production with lighting, camera, performance, and post-production evidence.
- C Plus Golf - long-form golf production with aerials, multi-camera coverage, graphics, and After Effects shot-tracer work.
- Mike Ferry Organization Content Systems - live-event, podcast, recurring-series, campaign, testimonial, headshot, and social workflows designed to multiply one production across platforms.

Selected Collaborations

Urban Heat | Juno Rucker | Sebastian Maniscalco | Peter Segal

Education

Silverado Career & Technical Academy: Video Production and Film Studies

Film Connection: Filmmaking, Screenwriting, and Cinematography

Production Package

Sony FX3; Sigma 24-70mm f/2.8; DJI Mavic Mini; DJI Ronin gimbal; Atomos Ninja V; Aputure 60x, MC Pro, B7C and MT Pro lighting; lantern and softbox modifiers; C-stands and tripods; DJI dual lavaliers; Deity shotgun microphone; boom pole; Black Pro-Mist filter.

** Employment dates, exact ownership, collaborators, public links, and measurable business outcomes should be confirmed before external publication.*