

CHARVES REVELS

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COMPRESSION VIDEO ENGINEER

Site Reliability Engineer (SRE) | Infrastructure Team Lead

Dynamic and hands-on leader with demonstrated success in developing and executing profound infrastructures to centralize asset ingestion and compression services across Retail Marketing that brought greater efficiency, proper standards, and increased quality in work. These functions are extremely critical to ensuring (a) creative assets are imported correctly onto the server and tagged, transcoded, and placed in proper production job jackets for post teams to begin their work and (b) final uncompressed master files are handed off to Compression where the high standards of file playback dependent on platform are applied, QA'd, and placed in queue in the publishing systems for final delivery.

Seen as a trusted advisor while working on Black Projects at Apple, Inc. for Tim Cook, Lisa Jackson, Jony Ive and Tor Myhren. 10+ years of deep experience in safety, quality and production, modifying production lines and programing robots. Great visibility and focus on the future for better production and quality. Specialist in Video Compression and Adobe effects. Proven ability to build successful, scalable programs from the ground up. Known for solving complex problems and leading through change. Regarded for building and inspiring high-performing teams of confident, satisfied, and successful professionals. Dedicated to exceeding goals and expectations.

Areas of Expertise

Python 2 & 3	FFMPEG	Performance Metrics & KPIs	Audio Description
Video Production	Video Ingest	Performance Management	Video Editing
JSON	Industrial Robots Programming	Training & Development	Final Cut Pro 10
Video Compression	Public Speaking	Recruitment & Selection	SQL

Professional Experience

Team Lead Retail Marketing/ Post Production, Apple, Inc. **2018-2020**

Built and managed a team of seven comprising of Photo & Video Ingests, IT support, MAM and Compressions. Played key role in managing systems and processes that Apple customers interact with and employees engage to create the Apple experiences in retail stores. Ensured department's technology fulfilled Apple's vision of enabling employees to deliver the best Retail experiences in the world. Partnered with Engineering, Merchandising, Operations, Online, and Marketing teams to deliver technology solutions that enhanced the customer experience and optimized business processes in our stores.

Highlighted Achievements:

- Produced infrastructure to centralizing asset throughout Retail Marketing
- Brought greater efficiency to the workflow of Retail Marketing
- Emphasized the need for technical and tools to better support teams and enhance efficiency
- Created a ticketing system for creative requests
- Implemented a formal process for photo assets
- Built the server room for Retail Marketing

Compression Video Engineer/ MARCOM, Apple, Inc. **2014-2018**

Managed infrastructure of Marcom in server room, solved problems within the infrastructure, built render farms with Mac Minis, ran fiber through building. Produced Video for all of Apple Platforms which included TV, Web, PRB-Roll, YouTube, Keynote, social media and Live streaming. Collaborated with any given time 10-15 creatives, editors and producers on any given projects. Banding, noise and color correction are just some of the problems solved in the Compression department. Over 1200-1500 videos worked on during Apple launches.

Education

Bachelors of Science, Business Management, Tusculum College