

Larry Boyd Mock

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Skilled video production professional with 15 years of experience. Proven ability to produce high-quality videos for a variety of clients, including businesses, nonprofits, educational institutions, and musical performers. Experienced in all aspects of video production, from pre-production to post-production. Possess a strong understanding of video editing software, such as Premiere Pro and After Effects.

RELATED EXPERIENCE

IntrinsicDx —Freelance Video Producer

January 2022 - March 2022

- Produced two Hepcidin explainer videos and four video interviews featuring Dr. Thomas Ganz and Dr. Elizabetha Nemeth at David Geffen School of Medicine at UCLA.

Mensor LP, a part of the WIKA Group —Marketing Manager

January 2006 - December 2021

- Led the evolution of the Mensor Marketing department from two employees to a team with multiple members.
- Oversaw website development, search engine optimization and advertising (SEO & SEA); product management, written and video content creation, and customer acquisition and nurturing.
- Implemented a successful blog, YouTube channel, and CRM system for customer relationship management.
- Managed the production of written and video content for various marketing purposes.

Mensor Corp., San Marcos TX — Regional Sales Manager

May 1997 - January 2006

- Managed U.S. regional representatives and distribution channels.

EDUCATION

Texas State University, San Marcos, TX — Non-Degree seeking student with emphasis on film studies

January 2022 - Present

Texas A&M, College Station, TX — BS, Industrial Engineering

January 1978 - May 1981

Mathematics and Industrial Engineering

SKILLS

Video production
Technical content writing
Video editing using
Premiere Pro and After
Effects

ORIGINAL CONTENT EXAMPLES

[Intrinsic DX Youtube Channel](#) Hepcidin explainer videos and Erythroferrone interviews.

[Mensor Youtube Channel](#). All videos prior to December 31, 2021 were produced and edited by me or under my supervision.

Posts and landing pages on the [Mensor Blog](#).

