

# Aaron Daniel “AD” Annas

**Creative Director | Story-Driven Content | Content Strategy**

Troutman, NC (Remote)

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## EXECUTIVE SUMMARY

Creative leader and award-winning filmmaker with 10+ years of experience developing and executing story-driven content across documentary, broadcast, and digital platforms. Proven ability to lead teams, shape narrative strategy, and deliver compelling content that engages audiences and supports mission-driven goals. Experienced across directing, editing, and post-production leadership, with a strong understanding of how content strategy, storytelling, and distribution align to reach and engage audiences.

## CORE STRENGTHS

- Creative Direction & Storytelling
- Content Strategy & Multi-Platform Media
- Video Production (Pre-Post Pipeline)
- Team Leadership & Collaboration
- Narrative Development & Audience Engagement
- Editorial Oversight & Post-Production
- Media Workflows & Systems
- AI in Media Production

## PROFESSIONAL EXPERIENCE

**Catawba College — Chair & Associate Professor, Communication Arts and Media**  
*2024–Present*

- Lead a multidisciplinary media program, overseeing creative direction, production workflows, and team development across video and digital content
- Direct and supervise documentary and narrative projects from concept through distribution
- Manage teams of collaborators across writing, production, and post-production
- Develop structured workflows for planning, production, editing, and delivery
- Manage budgets, equipment systems, and external creative partnerships
- Integrate emerging tools, including AI, into production processes
- Translate institutional priorities into story-driven content and messaging that supports recruitment, engagement, and program visibility

**SUNY Buffalo State University**

**Director, Television & Film Arts Program / Associate Professor**  
*2020–2024*

**Assistant Professor, Television & Film Arts**  
*2018–2020*

**Assistant Professor, Media Production**  
*2015–2018*

- Led program operations and creative production strategy across multiple media projects
- Supervised production teams and post-production pipelines
- Served as Academic Supervisor for the Buffalo/Niagara Film Office, supporting regional media production and partnerships
- Managed shared media infrastructure including Avid systems and collaborative workflows
- Directed SUNYWide Film Festival, overseeing programming and execution
- Led content and storytelling initiatives that supported program growth, audience engagement, and external partnerships

### **Vanguard University — Assistant Professor, Cinema Arts**

*2012-2015*

- Taught and supervised production-focused coursework in cinematography, editing, and storytelling
- Led experiential learning programs focused on film production and industry engagement

### **Independent Work — Filmmaker, Editor & Creative Lead**

*Ongoing*

- Directed and edited independent documentary and narrative projects, including feature-length work
- Contributed to nationally and internationally distributed productions in roles including editor, associate producer, and post-production support across networks such as National Geographic and History Channel
- Managed production workflows including editing, visual effects, and finishing processes
- Developed human-centered storytelling approaches that translate complex topics into engaging narratives
- Developed and delivered content across platforms with attention to audience engagement, distribution strategy, and narrative clarity

## **SELECTED PROJECTS**

### **Life In the Gap**

*Director*

- Documentary exploring economic inequality through personal storytelling
- Broadcast on PBS North Carolina on NC Channel (Fall 2026) and screened at festivals, engaging audiences around real-world economic challenges through human-centered storytelling

### **There's No Such Thing as Ghosts?**

*Director & Editor*

- Feature documentary with international distribution across major streaming platforms including Apple TV, Amazon Prime Video, and Tubi, reaching broad digital audiences
- Award-winning project demonstrating strong narrative development and audience engagement

### **There is Many Like Us**

*Associate Producer & Editor*

- Feature documentary distributed internationally via broadcast and streaming

### **Inside World War II**

*Associate Editor / SFX Design*

- Broadcast documentary for National Geographic Channel

## **EDUCATION**

### **MFA, Independent Film and Digital Imaging**

Governors State University

### **BFA, Musical Theatre**

Mars Hill University

## **TECHNICAL SKILLS**

- Avid Media Composer (Certified)
- Adobe Creative Suite (Premiere Pro, After Effects, Photoshop)
- Pro Tools
- Avid NEXUS / Interplay systems
- Media workflows, post-production pipelines, and compression