

# Lance Cooper



Lance Cooper is a freelance video producer and marketing consultant working under the brand of Storyboard Creative. He has been working in video and film for almost 20 years as an award winning director, editor, and producer. Lance has worked as a creative director, producing video and television graphics seen daily in millions of homes across North America while working with ESPN, FOX, NBC, Sirius XM, CBS Sports, and many others.

He has been recognized numerous times for his work, receiving a Mississippi Emerging Filmmaker grant, Best Director at short film festivals, and several Addy Awards. He was also selected to attend the Future of Storytelling Conference in New York.

As a video producer, Lance has unique experience as he not only has the technical experience in video production, but as also worked in branding, marketing, as Director of Customer Experience, and with software development teams and UX designers. This has provided great insight into the “why” behind the story you should tell. He believes in partnering with clients to design stories that connect with their audiences, and moves them into a deeper relationship with the brand, and is passionate about traveling the crossroads of story, branding, media, technology, and culture.

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