

**Phillip M. Rocker**  
Phillip.Rocker85@Gmail.com  
35371 Minton Livonia, MI 48150  
Mobile: 734-658-3675

## **Work History**

### **2016-Present -- Rock Family of Companies – Video Content Creator/Project Manager/Digital Producer**

- Managed multiple Video Teams from two projects a month, to supporting an average of four per week in 2017 and again in 2018. Increased workflow of 400% across all platforms of material creation.
- Created training/Culture support videos for Quicken Loan's entire Operations and Client Experience Divisions.
- Managed internal media communications with all areas of the mortgage business, including the executive team.
- Helped grow the team from 3 members to over 10 in under 6 months time by creating business cases for the following areas: workflow bandwidth, data transfer speeds, speed of execution, supporting the needs of the business and content velocity.
- Created two new delivery methods for delivering culture and training based videos and materials.
- Managed videos and their creation to be used by upper level management as selling tools for other lenders and mortgage companies around the nation.

### **2014-2016 -- Percepta LLC/Ford Motor Company – Streaming Media Coordinator/ Project Manager**

- Supported Ford Retailer Education & Training and the Streaming Media Team in the Network Control Center (Ford WHQ) and FordTube Live! Studio
- Managed both RE&T video on demand sites (FordTube and Lincoln Video Gallery) focused around online training for Field Operations and all national dealers. Managed over 2700 videos with 20000+ unique monthly visitors from each of the five notional market areas.
- Supported dealer and corporate communications from top level Ford and Lincoln management in the FordTube Live! Studio.
- Coordinated and supported many company webcasts within the US and globally for various organizations. Including all-hands meetings, confidential management meetings (Executive Level) and multiple IPVC supported conference webcasts.

## **2013-2014 - Northwest Missouri State University – Intern – Video Assistant – University Relations**

- Filmed and edited live sporting and campus events to create university projects.
- Created the 2015 Bearcat Marching Band Recruitment video.

## **Military Experience and Accomplishments – United States Marine Corps**

- Two tours of duty – Iraq in 2006 and Persian Gulf (22nd Marine Expeditionary Unit) in 2008-2009.
- Non-commissioned officer at the end of duty (honorable discharge).
- Assistant Section Leader in an Amphibious Assault Vehicle (AAV) section. Supervised personnel in work groups ensuring completion of assigned tasks. Operated and maintained sophisticated equipment designed for tactical wartime operations.
- Battalion Police Sergeant from 2008-2009. Assisted with the multimillion dollar construction of the Assault Amphibian Battalion AAV Maintenance Building as head liaison at Camp Lejeune, NC.

## **Skills**

- Working knowledge of Adobe Premiere, EDIUS editing software, Accordant, InDesign/Illustrator, SharePoint Designer, Webex, Microsoft Office and various other software programs.
- Experience in streaming video nationally and globally.
- Small team leadership in creation of training materials
- Creating relationships around the creation and execution of the media arts.

## **Education**

- 2014: Northwest Missouri State University, B.S. in Mass Media - (Maryville, MO)
- 2004 - 2009: U.S. Marine Corps, specialized training: Small Unit Leadership, Communication and Teamwork (Camp Lejeune, NC)
- 2004: Winston Churchill High School, High School Diploma (Captain of varsity Football & Track and Field teams) (Livonia, MI)

## **High Level Personal Awards**

- Winner of Quicken Loan's "Wild Ass Ideas" contest (Q1 2018) and successfully redesigned the Quicken Loans' Intern Program into a manageable talent pipeline for over 100 companies to utilize. This includes a complete rebrand campaign and design over hall of all backbone support.
- Amaze U Quarterly MVP Award – Project Management of the AU Video Team (2017)
- KNWT Channel 8 Penguin Award – Most reliable/ Hardest working (Take 5, 2013)
- Honor Graduate – Corporal Leadership Course. Graduated top of class. (USMC, 2007)
- Held records on the boot camp rifle range (2005)
- 1st place 2013 Missouri College Media Convention (Sports Design – Tower Yearbook)

## **References**

Brandon Roberts  
Video Content Creator  
Quicken Loans  
[BrandonRoberts1@Quickenloans.com](mailto:BrandonRoberts1@Quickenloans.com)  
(248) 921-3900

Darren Whitley  
Media Creator  
Niles Media Group  
[Darren@Darrenwhitley.com](mailto:Darren@Darrenwhitley.com)  
(660) 528-0483