

Cameron Farboud

Creative Engineer & Content Strategist Highland, UT | 530-902-9262 |
cameronfarboud@gmail.com [linkedin.com/in/cameron-farboud](https://www.linkedin.com/in/cameron-farboud)

Professional Summary

Creative leader and "Creative Engineer" with over 10 years of experience building and scaling in-house content studios. Expert in bridging the gap between technical complexity and brand storytelling for high-growth companies in the home improvement and SaaS sectors. Proven track record of leveraging AI-powered production workflows to drive multi-channel marketing success, including national TV campaigns.

Core Competencies

- **Production:** End-to-End Video Production, Cinematography, Photography, Audio Engineering.
 - **Strategy:** Brand Identity, Social Media Marketing, Content ROI, Storyboarding.
 - **Technical:** Final Cut Pro, DaVinci Resolve, AI Workflow Integration (Runway, Midjourney, ElevenLabs).
-

Professional Experience

Taco Creative | Owner | Highland, UT

October 2018 – Present

- Founded and manage a creative agency specializing in high-fidelity video production for enterprise clients.
- Acted as a lead creative partner for **ServiceNow**, producing global video content across Munich, Singapore, and Tokyo.

ServiceNow | Video Production Specialist | Santa Clara, CA

April 2020 – June 2025

- Spearheaded the "SkunkWorks" web series, translating complex technical insights into engaging, high-production narratives.

- Led end-to-end production for internal and external brand communications, managing filming and post-production.

Build.com | Media Production Manager | Chico, CA

October 2013 – October 2018

- Built and scaled the in-house content studio, overseeing production of brand imagery for social, on-site, catalog, and national television.
 - Managed organized production schedules and coordinated logistics for large-scale marketing campaigns.
 - Implemented A/B testing and tracked conversions to optimize video content for YouTube and digital outlets.
-

Education

California State University-Chico

- **Bachelor of Arts (B.A.), Communication Design: Media Arts**
- Honors: Summa Cum Laude, Dean's List (2009-2013), Ranko Moeller Scholarship

Swansea University - Wales

- **Study Abroad:** Politics, Philosophy, Economics
-

Awards

- **Best Picture "Run"**
- **Honors in General Education**