Chaz Ornelas

Creative Director & Video Producer | Brand, Video, Live Production & Social

Solomon, AZ | Open to remote or relocation | (928) 965-4719 | chazornelas@gmail.com | chazornelas.com | linkedin.com/in/chazornelas

SUMMARY

Creative director and video producer with eight years leading brand, video, social, and digital marketing in-house at a regional medical center and a public college, four years in IT before that, and an independent studio since 2012. Plans the production, directs the shoot, cuts the edit, runs the campaign, and reports what it did. Brought a hospital's video and advertising in-house, replacing two agencies, then cut ad costs 80% while reach grew 2.6x. Has supervised videographers, designers, and illustrators, produced live and hybrid events, and partnered with talent on launches.

SELECTED RESULTS

- Brought video production and advertising in-house at Mt. Graham Regional Medical Center, replacing two agency contracts and saving more than $85K a year.
- Cut the hospital's Meta ad costs 80% in the first three months in-house while reach and website visits each grew 2.6x; cost per website visit fell from $3.23 to $0.25.
- Directed branding, run-of-show, vendors, A/V, 3D animation, and film for two foundation galas and a Casino Night fundraiser; one gala raised more than $140K in a single evening.
- Led Eastern Arizona College's website rebuild with an agency partner; web traffic grew 604%, and the new site anchored a campaign credited with a 13.7% enrollment increase.
- Rebranded the Graham County Fair and ran its 100th season: 750 RSVPs from $679 in paid social, 296,000+ organic Facebook views, and a #1 Google ranking.
- Worked directly with MMA legend Dan Henderson and his team on a book launch and a new podcast concept, including a surprise Barnes & Noble signing and social for 1M+ Facebook followers.

EXPERIENCE

Marketing Representative & Creative Lead

Mt. Graham Regional Medical Center, Safford, AZ | 07/2025 – Present

- Lead brand, video, photography, social media, and paid advertising for a regional medical center and its service lines.
- Brought video production and ad management in-house, replacing two agency contracts and saving more than $85K a year.
- Run Meta campaigns and report results to leadership; the first three months cut cost 80% and grew reach and website visits 2.6x.
- Wrote and presented the first board-approved brand style guide; maintain templates and asset libraries.
- Produced three Foundation fundraisers: the Heart of the Valley Gala ($140K+ raised in one evening), the Enchanted Forest Gala, and Casino Night.

Digital Marketing Manager & Web Content Specialist

Eastern Arizona College, Thatcher, AZ | 12/2019 – 06/2025

- Supervised and coached a creative team of videographers, graphic designers, illustrators, staff, and work-study students.
- Filmed and edited the brand reveal for a faculty and staff symposium, and switched every digital platform to the new brand live while it played; coached part-time staff on web video.
- Steered two full website redesigns, including the move from a one-person Dreamweaver site to a WordPress CMS with an agency partner; web traffic grew 604%.
- Led front-end implementation of Coursedog for the academic catalog and event calendar, and rolled out Eventbrite ticketing for 40+ events a year with staff training.
- Received the Mark of Excellence for contributions to the college's Strategic Plan.

Founder & Creative Director

Lamplight Digital, Safford, AZ | 2012 – Present

- Run an independent studio for brand, web, video, live production, and SEO: 60+ projects for 17+ clients.

- Dan “Hendo” Henderson book launch: planned Southwest tour stops with the writer, set up a surprise Barnes & Noble signing, and built motion graphics, social ads, and a landing page to drive Amazon sales; refreshed social profiles with 1M+ Facebook followers.
- Graham County Fair, four seasons: rebrand, Webflow site, video, and social; the 100th fair drew 750 RSVPs, 296,000+ organic views, and a #1 Google ranking.
- Ran technical production for a seven-hour hybrid healthcare conference for APIC and HonorHealth, including a ticketed livestream.
- Produced a stop-motion launch campaign that became a consumer brand’s best-performing ad.

Publisher
Gila Valley Hype, Graham County, AZ | 05/2025 – Present

- Founded and run a regional digital publication; report, shoot, and edit coverage and manage the site, SEO, and social channels.

Earlier roles: IT & Patient Experience
Mt. Graham Regional Medical Center and Eastern Arizona College | 2013 – 2019

- Software Technician, Educational Technology (EAC, 2018–2019): supported 200+ campus endpoints and built conferencing and A/V systems for executive meetings and events.
- IT Administrator, Intranet & SharePoint (MGRMC, 2016–2018): designed the UX for and project-managed the organization-wide intranet, including a rebuild still in use.
- Patient Experience Coordinator (MGRMC, 2013–2016): trained and onboarded staff on the Meditech EMR system and improved patient intake workflows.

Contract IT Technologist
University of Arizona, Mt. Graham International Observatory, Safford, AZ | 10/2019 – 2024

- Supported observatory staff with devices, secure remote access, and video conferencing, and managed integrations on the public website.

LEADERSHIP & COMMUNITY

Creative Director & Worship Leader
True Hope Fellowship, Safford, AZ | 2013 – 2024

- Designed and deployed a brand system still in use today, and managed the social accounts, website, and secure online giving platform.
- Ran all audio and visual production: DMX lighting, ProPresenter, ATEM livestream, and multicam productions; purchased and installed the live sound system. Recruited, trained, and scheduled musicians for each service and led worship from the stage.

SKILLS

Creative: Creative direction, brand systems, art direction, copywriting, motion graphics, photography

Video & live: Producing, directing, cinematography, editing, color, multi-camera live and hybrid events, livestreaming

Digital & performance: Meta Ads Manager, Google Analytics, Search Console, SEO, WordPress, Webflow

Leadership: Team supervision, agency and vendor management, budgets, executive and board presentations

Tools: DaVinci Resolve Studio, Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Monday.com, Microsoft 365

EDUCATION & CERTIFICATIONS

AGEC-A, General Studies | Eastern Arizona College

Certificate of Proficiency, Graphic Design | Eastern Arizona College

Associate of Applied Science, Graphic Design (two courses remaining) | Eastern Arizona College

Microsoft Certificate of Achievement, Programming in HTML5 with JavaScript and CSS3 | Interface Technical Training | 2019