

LEVELUP

DIGITAL MEDIA

We're here to

Level Up Your Video Content

Level Up Digital Media (LVLUP) creates films and videos that inspire people and move them to action. We approach each project with the mindset that clients are not hiring us to provide services – they hire us to create an outcome. We believe that the most powerful stories are simple and true.

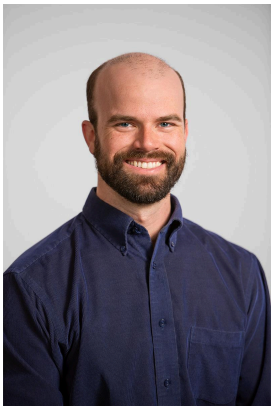
Our mission is to create films that inspire people to change the world for the better.

LVLUP has the experienced filmmakers and digital cinema equipment necessary to deliver high quality, cinematic videos that will make an impact on your audience and deliver the outcome you seek.



Who We Are

Level Up Digital Media (LVLUP) is a **twelve-time Emmy Award-winning** video production team based in Tallahassee, Florida. LVLUP produces documentaries, PSA campaigns, commercials, and cinematic content for brands that have a story to tell. Our videos have been used to generate millions of dollars in fundraising, successfully pass and defeat legislation, win high-stakes elections, sell products big and small, and educate millions of people about important topics. LVLUP's work has also earned numerous Addy Awards including a Judge's Choice Award, Telly Awards, and national and international film festival awards.



Joshua McLawhorn

josh@levelup.media | (850) 228-6630

Josh is the president and founder of Level Up Digital Media. He has served as director, cinematographer, and editor on countless video and film projects, from television programs and theatrical films to corporate brand videos, PSA campaigns, and even a Super Bowl commercial. His short film "Almost Ready" won first prize in Nikon USA's Everyday Cinema Contest, and was used to sell Nikon cameras and lenses across the world.

Josh was born in Tallahassee and grew up here. He works a lot, but when he's not, he's mountain biking, gardening, and cooking.



Gabriela Rodeiro

gaby@levelup.media | (786) 493-1330

Gaby is a scientist-turned-filmmaker. Her chemistry degrees and seven years working as an analytical chemist have shaped the pragmatic approach she brings to video editing and motion graphic design. She is fluent in both Spanish and English, and has edited and produced many video campaigns in both languages. Gaby's attention to detail shines in her roles as a producer, editor, and motion designer.

Gaby loves playing with her boxer dog Oscar and baking sourdough bread.

Capabilities

LVLUP uses **professional digital cinema** and **photography equipment**. We own and use top-of-the-line cameras, lighting, sound, and grip equipment. We also own and operate a fully-equipped **studio** space conveniently located just 1.6 miles from the Florida State Capitol in Tallahassee. Some of our equipment includes:

Camera

- Canon C300 iii
- Canon C80s and C70s
- Canon CN-E Cinema Prime and Zoom lenses
- Canon L lenses

Lighting

- KinoFlo Diva lights
- Intellytech Light cannons
- Matthews C-stands

Grip

- 1 Ton+ grip package
- Matthews stands
- 12x12, 8x8, 6x6 frames

Sound

- Sound Devices Mixpre 10 ii
- Schoeps shotguns
- Sennheiser wireless lavs

Studio & Other

- 1500 sq. ft. studio in downtown Tallahassee, FL
- 12' green screen and other backdrops
- Sound booth
- Van

This list is not comprehensive. We tailor our equipment package meticulously for each shoot, and can fully execute run-and-gun and large production needs.