

# Andrew Hutcheson

Automotive filmmaker, editor and creative technologist · Atlanta

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## ABOUT

I'm Andrew Hutcheson, a self taught filmmaker and photographer in Atlanta. It started with cars and a camera and turned into a signature look: cinematic roller shoots, car films and color grades made to grow the brands behind the cars. I went all in at 19 with no film school, teaching myself cinematography, color grading and the business side the hard way. Today I also run social media for car businesses, from the research and scripts to the shoot, the edit and the weekly report.

Booking shoots and select brand work. Based in Atlanta, travels anywhere.

## SELECTED NUMBERS

195

FOLLOWERS

Instagram, @shotby.dru.

15.2M

VIEWS · ALL TIME

9.7M

VIEWS · LAST 6 MO

4.8M

TOP REEL VIEWS

## WHAT I DO

**Cinematography.** Roller shoots, car to car tracking, fly bys and detail work, plus stills. I shoot digital and film.

**Editing.** Reels and longer car films cut to the music, event recap edits, and vertical 9:16 versions for every platform.

**Color in DaVinci Resolve.** The look is built in Resolve, frame by frame. Grades matched across a whole edit, and exports that keep the grade exactly as approved.

**Sound design.** Car edits scored with hits, risers, fly bys and whooshes placed on the frame. Loud car audio captured clean on set in 32 bit float.

**Social strategy.** Research into what is working in the car niche, scripts and hooks, two week test blocks per format, and a weekly report and call.

## TOOLS

### CAPTURE

#### Sony A7 IV

main camera, its gyro data feeds stabilization

#### DJI Mic 3

two units, 32 bit float for loud exhausts

### POST

#### DaVinci Resolve Studio

edit, color, sound and delivery

#### Topaz Video

detail and clean up before delivery

#### Gyroflow

smooths handheld shots from the camera's gyro

#### Lightroom

photo edits and presets

### AI AND OPERATIONS

#### Claude Code

builds the automation behind the edit and the business

#### Metricool

scheduling and analytics across Instagram and TikTok

## SYSTEMS I BUILT

**Ironcut.** Editing automation that works on the open DaVinci Resolve timeline. One command per repeat job: sound design placed by rule, a render dropped into Dropbox with a share link, or a vertical event edit with slow motion and tracking. I check and adjust, and my adjustments become new rules.

**Posting OS.** A Mac app that runs the social side. It syncs Instagram, TikTok and Facebook through Metricool, shows which hooks, formats and posting times work, plans the week's content and drafts the weekly client report.

**Show delivery automation.** Built for a bodybuilding show client. Finished photos and videos, one folder per athlete, are uploaded to Dropbox, given a share link and emailed to each athlete automatically, with a ledger so nobody gets sent the same thing twice.

## CLIENTS

Content for brands like DJI and Insta360.

For shoots, book through [shotbydru.com/booking](https://shotbydru.com/booking). For brand work, email [shotbydru.media@gmail.com](mailto:shotbydru.media@gmail.com).