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Gail Perry • Apr. 19, 2021



Almost everyone carries a camera and a recording device nowadays in the form of a smartphone, a tablet or both. Some use the camera sporadically, and many of us aren't taking advantage of the vast array of apps that are available to make our

pictures and videos more professional. First, be sure to learn the ins and outs of your

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just a CPA into a full on content creator!”

Angie Grissom, Owner, The Rainmaker Companies, told us, “I use **Moldiv**. I love the editing features including the ability to make different collages, edit the colors and filters, even the film style so you can view pictures with various looks!”

Rosalind Sutch, CPA with Drucker & Scaccetti, PC, said, “I use an app called **Mideo** which allows me to film while listening to music. This helps because I film my workout lifts and using this allows me to keep listening to music while I lift and film.”

“Here is the one I love – **BoomBomb**,” said **Sandra Wiley**, president, Boomer Consulting, Inc. “I can take quick videos on my app and send them directly to clients in their in-box. So much better than a normal email. I try not to overuse it, but it is very effective when I want to make a statement.”

John Higgins, CPA.CITP, chief partnership officer at CPA Crossings, LLC, said, “We use **Camtasia** from TechSmith for all of our video production. There isn't anything we have found that it cannot do.”

Garrett Wagner, CPA.CITP, founder and CEO at C3 Evolution Group, recommends **Adobe Premiere Rush**. “Video content is king, but like most of us accountants and CPAs, creating it is not part of our technical wheelhouse. I love Premiere Rush because it is very straight-forward and simple. With just the basics, I can create high quality video content for any media platform.”

“I often use Google's free **Snapseed** app on my iPhone to touch up photos,” said **Blake Oliver**, CPA, marketing director at Jirav. “The ‘Selective’ tool lets you adjust the brightness or contrast of just parts of a photo, which is really helpful when you have

an otherwise great photo where people's faces are in shadow due to a bright

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app in this category is **Canva**. It's pretty much the market leader. And while it's quite archaic, **Paint**, that comes with any Microsoft operating system, is quite useful and probably highly underutilized."

Caleb Jenkins, EA, CQP, leader of client accounting services at RJL Financial Services, Inc., said, "I use **Scannable** on my iPhone to quickly take high-quality images converted to scans for items like Receipts, Documents, and Presentation Slides, and then I organize them in Evernote."

Lindsey Curley, CPA, CGMA, senior manager, firm services at AICPA, told us, "I love creating and sharing videos with **Animoto**. With zero video editing experience, you can create professional style videos with their simple editing features. And while they offer tons of stock images and music, you can also customize your videos to make them your own. I always turn to Animoto to quickly create both personal and professional videos and have never been disappointed!"

Shehan Chandrasekara, CPA, head of tax strategy at CoinTracker, said, "I use the inbuilt **photo edit app on Twitter**. Nothing fancy. Since this is integrated into Twitter, it's extremely user-friendly."

Share your favorite photo and video apps in the comments.

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