# GREGORY ANDERSON

Producer and Video Editor | Interview-Driven and Documentary-Style Storytelling

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**Portfolio and reel:** gregoryaanderson.com • **Featurettes and interviews:** gregoryaanderson.com/short-form

## SUMMARY

Producer and video editor with a career in film and television, including Emmy-winning promotional campaigns for CNN, HBO Max and HLN, and featurettes, character and director vignettes, behind-the-scenes pieces and corporate communications videos for OWN, Lucasfilm and Boeing. Finds the moment in a long interview and builds the story around it, a skill sharpened by interviewing more than 130 couples for a feature documentary. Takes a project from a drive full of footage to the finished file in Premiere Pro and After Effects, handling the audio mix, music, color and motion graphics along the way, with formal training in audio engineering behind the sound. Organized, dependable on deadline and steady through rounds of notes.

## SKILLS

- Interview and soundbite editing
- Story structure and pacing
- B-roll selection and sequencing
- Documentary-style editing
- Featurettes and behind-the-scenes
- Brand and corporate video
- Audio mixing and sound design
- Music supervision and editing
- Color correction
- Motion graphics and titles
- Offline to online finishing
- Interview and shoot production
- Broadcast and social versioning
- Vertical 9:16 for mobile
- Video formats and codecs
- Delivery specs and exports
- Producer and team collaboration
- Tight-deadline turnarounds

## TOOLS

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| **Adobe Creative Cloud** | Adobe Premiere Pro, After Effects and Photoshop, with the full Creative Cloud suite |
| **Edit and finish** | Avid Media Composer and Avid Symphony; offline and online editorial and finishing for broadcast in 2K, 4K and HD |
| **Delivery** | Broadcast masters and social versions in 16:9, 9:16, 1:1 and 4:5 for Instagram, Facebook, X, YouTube and TikTok, exported to each platform's specs |
| **Generative AI** | Artlist, ElevenLabs and Topaz, used to extend shots, fill gaps in coverage and upscale footage |

## EXPERIENCE

### Content Developer

2024 to Present

gregoryaanderson.com

- Commercial spots, branded short-form video and vertical social reels for brands, edited in Premiere Pro and After Effects with color correction, sound design and motion graphics.
- Versions for every platform, from 16:9 spots to 9:16 reels for Instagram and Facebook.
- Live footage extended and supplemented with AI-generated shots where coverage runs short.

### Creative Director, The Luscious Agency

2024 to Present

- Animated marketing promos for Instagram, Facebook, LinkedIn and TikTok, built on platform and video best practices, emerging trends and audience engagement.
- Art direction and design of a library of highly stylized animated marketing templates, produced in-house and offered through the agency's online store.

### Producer and Editor, Warner Bros. Discovery

2019 to 2024

- Produced and edited Emmy-winning promotional campaigns for CNN, HBO Max and HLN.

- Cut launch, tune-in and news talent promos for CNN's news brands, original series and CNN Films documentaries, plus agency sizzles.
- Built campaigns for broadcast and carried them across social and mobile, with multiple versions and lengths and vertical 9:16 cuts for Instagram, Facebook and X.

### Freelance Editor, Oprah Winfrey Network

2017 to 2019

- Edited launch and episodic promos, behind-the-scenes and sponsored digital content for multiple programs across the network, from scripted dramas to unscripted series and talk shows.
- Cut character and director vignettes, producer walkthroughs and featurettes from interviews and behind-the-scenes footage, with broadcast campaigns versioned for social and mobile in 9:16.

### Editor, ABC Television

2016 to 2017

Glendale, CA

- Edited on-air promos for ABC primetime series, including season launch promos.

### Editor and Producer, Entertainment Marketing

Earlier

- Created TV and web promos, docu-follow promos for unscripted series, film trailers, shoot spots, EPKs, behind-the-scenes features, upfront and development sizzles, branded content and corporate videos for networks, studios and brands.
- Delivered graphic design, motion graphics, green screen and visual effects compositing, color correction, sound design and music supervision, from offline editorial to online finishing for broadcast in 2K, 4K and HD.
- Worked on interview, documentary and shoot-spot productions, including interviewing more than 130 couples for a feature documentary.

**Selected credits:** CNN, HBO Max, HLN, ABC, OWN, FX, AMC, Bravo, Food Network, Comedy Central, Lucasfilm, Disney and Boeing.

**Agencies, post houses and companies:** Trailer Park, Stun Creative, Storm Studios, Big Picture Entertainment, WGN, Viacom, Script to Screen, Guthy-Renker and more. Additional details upon request.

## EDUCATION

### Technical Degree, Recording Arts and Sciences

College for Recording Arts, San Francisco: music production, audio engineering and sound design