

GREGORY ANDERSON

Video Editor and Producer | Generative AI Production | Motion Graphics and Sound

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SUMMARY

Video editor and producer of Emmy-winning promotional campaigns for CNN, HBO Max and HLN, with promos, sizzles, trailers, featurettes and social content for OWN, FX, ABC and Lucasfilm. Premiere Pro power user and After Effects artist, trained in audio engineering and sound design, with a sharp eye for pacing, sound and finish. Now integrating generative AI across the full production pipeline: image and video generation, AI avatars and lip-sync, video translation, upscaling, synthetic voiceover and workflow automation. Also developing agentic AI tools and social media campaigns for small business. Collaborative, solutions-first and deadline-proof.

SKILLS

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| ■ Talking-head and interview editing | ■ AI image and video generation | ■ After Effects motion graphics |
| ■ Social and short-form editing | ■ AI voiceover and voice cloning | ■ Titles and lower thirds |
| ■ Promos, sizzles and trailers | ■ AI avatars and lip-sync | ■ Green screen and compositing |
| ■ Pacing and story structure | ■ Prompt design for image and video | ■ Offline and online editorial |
| ■ Sound design and audio mixing | ■ AI workflow automation | ■ Interview shoots and field audio |
| ■ Color correction and finishing | ■ AI translation and upscaling | ■ Platform-ready delivery |

TOOLS

Edit and finish	Adobe Premiere Pro, After Effects, Avid Media Composer and Avid Symphony; 2K, 4K and HD offline and online editorial and finishing for broadcast
Adobe Creative Cloud	Full suite, including Photoshop and Adobe Firefly generative AI
Generative video	Text to video, image to video and video to video in Artlist: Google Veo, Gemini Omni, Kling, Seedance, Wan, LTX, Hailuo, MiniMax, Luma Ray, Grok Imagine, Flux and HappyHorse
Avatars and voice	AI avatars (HeyGen, OmniHuman, Fabric, Aurora), lip-sync (Sync Labs), video translation and dubbing (HeyGen, ElevenLabs) and voice cloning (ElevenLabs)
Images and upscaling	Text to image (Gemini, ChatGPT); AI upscaling (Topaz)
Automation	Claude and Claude Code for scripts, prompts and workflow automation
Delivery	Broadcast and social: Meta (Facebook, Instagram), X, LinkedIn, YouTube and Vimeo

EXPERIENCE

Content Developer	2024 to Present
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■ AI-integrated video production for brands, from social and short-form to broadcast-style spots, combining generative image, video and voice with traditional editing, motion graphics, color and sound finishing to broadcast quality.	
■ Generative video from text, image and video inputs, with AI avatars, lip-sync, video translation and upscaling, cut and finished in Premiere Pro and After Effects.	
■ Synthetic voice production, including custom voice cloning and multi-voice, multi-accent voiceover, mixed and finished with broadcast audio engineering.	
■ Structured prompt design for character and scene continuity across AI-generated sequences, with AI avatars composited in After Effects.	

Founder and AI Product Developer

2024 to Present

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- Agentic AI tools for small business web platforms, including conversational assistants on the Claude API grounded in a published knowledge base, voice search, and lead capture with instant alerts.
- Social media and email campaign systems: AI agent workflows that find, verify and segment audiences, a campaign builder with tag-based segmentation, and response tracking through tagged links and analytics.
- Custom AI tool development and production workflow automation in Claude Code, with live site work and research through MCP integrations (Wix, browser automation) and Framer's agent connection.
- Multi-model AI systems that query ChatGPT, Claude, Gemini and Perplexity through their APIs to track how AI search engines cite brands, with structured data and content built for AI search.

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, social versions for Instagram, Facebook and X, and agency sizzles.

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.

Editor and Producer, Entertainment Marketing

Earlier

- Cut promos, trailers, sizzles, featurettes, EPKs and corporate videos across networks, studios and brands.
- Delivered motion graphics, green screen, 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, OWN, FX, ABC, AMC, Bravo, Food Network, Comedy Central, Lucasfilm, Disney and Boeing.

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