

**William Rogers**

**Senior Video Editor | Producer | Motion Graphics Specialist**

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## Summary

Creative and results-driven **Senior Video Editor** and **Producer** with 10+ years of experience producing high-impact content for **Lionsgate, Amazon, Merck, and USAID**. Proven expertise in **motion graphics**, social media content, and **full-cycle video production**. Skilled at managing teams, delivering projects on time, and driving engagement.

## Professional Experience

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### Freelance Senior Video Editor/Producer | Vocal Lens Productions LLC

*Multiple Clients | 2013–Present*

- **Lionsgate**: Edited and produced promotional videos for *John Wick Chapter 4* and Tyler Perry campaigns
- **Westbrook (Will Smith)**: Created short-form videos for Will Smith's social channels
- **Ebony Magazine**: Created multiple videos for Ebony Power 100 Series
- **Amazon Prime**: Edited trailers for the series *The Kids in the Hall* and *LOL: Last One Laughing Canada*.
- **Electric Monster**: Edited content for the **REACT YouTube channel** with over 20M subscribers. With multiple videos doing over 300,000 in views
- **Studio Enterprise**: Edited TV commercials and short-form social media videos for South University.
- **USAID**: Produced and edited financial educational courses for digital platforms.
- **Dupont, ORS, AZO**: Managed \$1M+ branded content productions, overseeing post-production and client delivery.
- **Wiley Publishing & Quebit**: Produced and edited educational video content.
- **Freeman**: Created multiple video campaigns, including promo videos, and sizzle reels for events
- **Hidden Pigeon Company**: Created videos for author Moe Willems books. With multiple videos doing over 50,000 in views

### Key Achievements:

- Increased client engagement rates by up to **30%** through optimized video content.
- Delivered high-quality digital assets under tight deadlines for Fortune 500 brands and global campaigns.
- Created award-winning series, *Living the Dream*.
- Created Multiple Videos doing over 100,000 views

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### Video Production Manager/ Digital Asset Manager | Merck

*Jun 2018 – May 2020*

- Led multiple high-profile projects, including CEO communications and branded initiatives.

- Managed teams of editors, producers, and external vendors, ensuring on-time and on-budget delivery.
- Oversaw archival systems and media asset management to ensure data integrity and compliance.
- Produced digital assets and video content for executive and global communications.

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## Skills

### Technical Skills:

- **Adobe Creative Cloud:** Premiere Pro, After Effects, Photoshop, Illustrator
- **Video Editing and Design Programs:** CapCut | DaVinci Resolve | Final Cut Pro | Camtasia | Logic Pro | Figma | Canva
- **Media Asset Management Software:** Adobe Experience Manager, Frame.io

### Video Production:

- Motion Graphics | Social Media Content | Short-Form/Long-Form Editing | Color Correction | Audio Editing

### Project Management Tools:

- Asana | Monday.com | Airtable | Microsoft Office Suite

### Other:

- Media Asset Management | Creative Storytelling | Quick-Turn Digital Assets | Deadline-Driven

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## Education

### Business Administration and Management

*Kean University | 2009–2014*

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## Portfolio Links

- **Demo Reel:** <https://vimeo.com/687291990>
- **Corporate Portfolio:** <https://vimeo.com/showcase/9727386>
- **Motion Graphics Portfolio:** <https://vimeo.com/showcase/9740260>
- **John Wick 4 Promo** - <https://www.youtube.com/watch?v=vBwj0QpKbSM>
- **Amazon Kids in the Hall Trailer**- [https://www.youtube.com/watch?v=zm2rAjmH\\_JQ](https://www.youtube.com/watch?v=zm2rAjmH_JQ)
- **Amazon Laughing Out Loud Trailer**- <https://www.youtube.com/watch?v=MxftdPugc3w&t=2s>
- **Moe Willems Workshop** - <https://www.youtube.com/watch?v=5Yjrjwo-53s&t=40s>