

William Rogers

Senior Video Editor | Producer | Motion Graphics Specialist

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PROFESSIONAL SUMMARY

Award-winning Senior Video Editor and Producer with over a decade of experience delivering compelling content across entertainment, education, medical, finance, B2B, and children's media. Expert in editing short-form, long-form, and documentary-style videos, with strengths in UGC, influencer content, stock footage workflows, and social ad creation. Known for leading creative teams and managing complex post-production pipelines for global brands like Lionsgate, Amazon, Starbucks, Merck, and USAID. Open to relocation and actively seeking full-time opportunities.

EXPERIENCE

Senior Editor / Producer (Freelance) | Vocal Lens Productions LLC 2013 – Present | Old Bridge, NJ

- Produced and managed the full production cycle for USAID's educational video courses, including scripting, remote coordination, editing, and final delivery
- Led high-impact campaigns across multiple sectors with clients including **Lionsgate, USAID, Merck, Amazon, Hidden Pigeon, and Electric Monster**
- Produced promotional videos for "John Wick 4" and Tyler Perry's Madea campaigns (Lionsgate), including the Rina Sawayama video which reached over **458K views** on YouTube
- Produced educational and financial literacy content for USAID and Quebit, including full course development
- Created animated and read-aloud live-action videos for children's books by Mo Willems, amassing over **300K views combined**
- Produced YouTube content for Electric Monster's REACT channel (20M+ subs), including videos reaching over **346K views**
- Managed \$1M+ branded campaigns for clients like Dupont, AZO, ORS, Madaluxe Vault, and Merck
- Delivered short-form social ads and commercials for South University via Studio Enterprise
- Directed and edited the award-winning docu-series "Living the Dream"
- Provided agency support for Internet Brands and Concentrix Health

Freelance Social Media Editor | Westbrook (Will Smith) 2021 – 2022 | Remote

- Created high-performing UGC-style short-form content tailored for YouTube Shorts, Instagram Reels
- Collaborated closely with Will Smiths' social media team to align creative direction with brand voice and strategy

Freelance Video Editor | Mass Appeal Consulting (Starbucks) 2024 – Present

- Edited UGC and branded social content for Starbucks campaigns
- Developed platform-specific videos across Instagram, TikTok, and YouTube

Assistant Editor | The Young Astronauts (Amazon Prime) 2021 – 2022

- Supported editing for "The Kids in the Hall" (1.2M+ views) and "LOL: Last One Laughing Canada" (118K+ views) on Amazon Prime
- Collaborated with lead editors to prep and refine episodic content for final delivery across global platforms

Video Production Manager / Digital Asset Manager | Merck 2018 – 2020 | Kenilworth, NJ

- Led teams of freelance editors, producers, and directors to execute high-level internal and branded communications projects
- Produced global executive communications including CEO content
- Led in-house and freelance video teams; maintained digital archives and asset compliance

Digital Asset Manager | Iron Mountain & Meredith Corp 2016 – 2018

- Tagged and migrated legacy media content for Time, Sports Illustrated, People Magazine
- Supported post teams at MTV, VH1, Nickelodeon, Showtime, and NBC Sports

Freelance Producer / Editor | Marshall Pharmaceutical Films 2015 – 2016

- Produced TV commercials for MED IQ, 1-800HurtBad, and Advanced Dentistry clinics

TECHNICAL SKILLS

Editing & Motion Graphics: Adobe Premiere Pro, After Effects, DaVinci Resolve, Final Cut Pro, Camtasia, CapCut

Design & Assets: Adobe Photoshop, Adobe Illustrator, Canva, Logic Pro, Figma, Adobe Creative Suite

Project & Media Management: Frame.io, Adobe Experience Manager, Airtable, Monday.com, Asana

Core Competencies: UGC & Influencer Content, Stock Footage Editing, Social Ads, Corporate Interviews, Color Correction, Audio Mixing

EDUCATION

Kean University *B.A., Business Administration and Management | 2009–2014*

