

Aiden LaBruno

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WORK EXPERIENCE

Haddad Brands

New York, NY

Video Content Producer

2023-2024

- Conceptualized, created, and delivered compelling media content, including on-model and product videos, photos, and diverse multimedia assets, resulting in a 10% increase in online engagement over 61,000 followers for Rookie USA.
- Stayed educated and up to date with the latest video camera equipment and accessories to ensure smooth on-set workflows.
- Successfully managed and owned the entire video production process, collaborating with marketing teams to deliver exceptional videos and multimedia assets, which contributed to a 8% growth in social media followers across multiple platforms.
- Organized the studio, including setting up and breaking down lighting setups, managing equipment inventory, and overseeing maintenance, ensuring 100% on-time project delivery and in many cases an early delivery.

Elefant Films

New York, NY

Social Media Photo and Video Content Producer

2021-2023

- Collaborated closely with the company owner to understand and deliver on content requirements, aligning creative output with strategic goals.
- Filmed, photographed, and edited high-quality images and videos that captured viewer attention, resulting in a 30% increase in engagement across social media platforms.
- Developed and managed posting schedules across multiple social media platforms, ensuring consistent and timely content delivery.
- Monitored and analyzed performance metrics to refine content strategy, improving overall reach and interaction rates by 15% with a 20% gain in followers.

PROJECTS & CLIENTS

Nike & Air Jordan

Lead Video Shooter and Post Production Editor:

2023-2024

- Led the creative vision and executed all production stages for the Air Jordan Monogram Product Reveal, used to promote a new launch of high end bags and accessories.
- Filmed and edited clothing catalogs for internal use by designers and marketing teams.
- Responsible for all aspects of filming equipment to guarantee successful capture and deliverables using prosumer grade DSLR cameras and lenses.
- Point of Contact for both media content department and marketing teams, along with design teams for respective brands to achieve brand values within the final video product.

Gaffer/Chief Lighting Technician:

2021-2024

- Professionally communicated and worked with high end clients representing those, such as Michelob Ultra, Shutterstock, NYSE, Kiehl's, and more, along with famous artists such as ASAP Ferg and Sexy Redd for all manners regarding lighting.
- Collaborated closely with directors and cinematographers to achieve desired lighting with scenes.
- Managed and directed grip and electric teams up to 10+ crew under my supervision.

Creative Producer and Editor:

United Nations Listen Give Initiative

2020-2023

- Worked collaboratively with the ListenGive initiative, working under the United Nations; meticulously curating and editing their premiere music video for the UN Water Conference in 2023.

EDUCATION & SKILLS

Eugene Lang The New School University

New York City, NY

Screen Studies/Film Production

2022

Skills: Leadership | Sales | Problem Solving | Filming | Editing | Lightroom | Photography | Creative Writing | Color Correction | DSLR Video | Photography | Premiere | Davinci Resolve

Please refer to my site to see full list of credits and examples of work.