

# AARON LOVETT

VIDEO PRODUCER + EDITOR



(704) 724-7744



aaronplovett@gmail.com



www.aaronpaullovett.com

## EXPERIENCE

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### **FREELANCE | Video Director, Producer, Editor | Los Angeles, CA**

January 2020 – Present

- As a 1-person crew, directed, produced, shot, and edited creative ad videos for start-up beauty brand Fluide, resulting in a 29% increase in monthly sales in the following two months
- Edited social-first fashion video for jewelry brand Roberto Coin, driving 24% increase in views and 15% increase in engagement on relevant social channels
- Edit fast-paced, shareable series for BuzzFeed's beauty and style channel As/Is, executing structure, pacing, music, and comedy choices with minimal direction and fast turn-arounds

### **GALLERY MEDIA GROUP / VAYNERMEDIA | Video Editor | New York, NY**

January 2019 – January 2020

- Edited branded and editorial beauty, style, and lifestyle content, partnering with labels such as Olay, Ulta Beauty, Paramount Pictures, By Far, GlamGlow, and JetBlue
- Produced and directed video shoots in addition to post-production workload, achieving a high-quality editorial and commercial look on limited budgets, under tight deadlines

### **NOWTHIS | Associate Producer | New York, NY**

June 2018 – January 2019

- Supported production of NowThis Daily, a news show distributed to Facebook Watch, receiving 4+ million views per week
- Shot and edited social-first content distributed across NowThis verticals, reaching on average 1+ million views per video, with highest performing video reaching 22 million unique viewers

### **BUZZFEED | Junior Producer | New York, NY**

January 2018 – June 2018

- Produced entertainment content for the multi-million viewer BuzzFeed Video and As/Is YouTube and Facebook channels
- Pitched, pre-produced, shot, edited, and packaged four videos per month, with an average 900K views per video

## SKILLS

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Video Editing – Adobe CC – Final Cut – Video Production – Lighting and Videography – Canon C300

Audio Recording – Color Correction and Grading – DaVinci Resolve – Writing for Video – Directing Talent

## EDUCATION

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University of North Carolina at Chapel Hill

B.A. with Honors in Media Production