

AARON LOVETT

VIDEO PRODUCER + EDITOR



(704) 724-7744



aaronplovett@gmail.com



www.aaronpaullovett.com

EXPERIENCE

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

January 2020 – Present

- Independently directed, produced, shot, and edited creative ad videos for start-up beauty brand Fluide, resulting in a 30% increase in monthly sales in the following two months
- Edited social-first fashion video for jewelry brand Roberto Coin, driving 25% increase in views and 15% increase in engagement on relevant social channels

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 | Production Associate | New York, NY

July 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 upwards of 22 million views per video

BUZZFEED | Video Fellow | 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

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

University of North Carolina at Chapel Hill

B.A. with Honors in Media Production