

AARON LOVETT

VIDEO EDITOR/PRODUCER



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EXPERIENCE

MAKEMAKE ENTERTAINMENT | BUZZFEED | OTHER CLIENTS

Freelance Director, Producer, Editor, AE | Los Angeles, CA

January 2020 – Present

- MakeMake Entertainment: Maintain a high volume of documents tracking original and licensed footage, package assets for sound and color departments, and edit rough cuts
- BuzzFeed: Edit viral videos, executing structure, pacing, and music choices, from rough cut through final delivery
- 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

VAYNERX | 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 Assistant | New York, NY

June 2018 – January 2019

- Supported production of NowThis Daily, a live news show distributed to Facebook Watch, drawing 4+ million viewers per episode
- 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

SKILLS

Adobe CC – Lighting and Videography – Audio Recording – Color Correction/Grading – Directing Talent

EDUCATION

University of North Carolina at Chapel Hill

B.A. with Honors in Media Production