

GEORGE E. MORALES

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PERFORMANCE-DRIVEN VIDEO EDITOR AND PRODUCER

PROFILE SUMMARY

Lead Video Editor & Producer with over 12 years of expertise in high-scale digital media and corporate marketing. Proven track record of directing end-to-end production for multimillion-dollar initiatives and global brands like Complex, First We Feast, and New American Funding. Expert in crafting high-impact visual narratives across diverse formats—from 1,000+ attendee event coverage to viral 9:16 social content—directly resulting in significant audience growth (20k+ followers). A strategic leader adept at architecting production workflows, managing high-output creative pods, and maintaining rigorous brand integrity across all platforms.

AREAS OF EXPERTISE

Editing | Videography | Developing Concept | Casting | Professional Networking | Project Organization | Video Production Oversight | Creative Collaboration | Color Correction Knowledge | Multi-Camera Editing | Sound Editing Proficiency | Budgeting | Digital Media Production | Post-Production | Sequencing | Video Encoding | Sound Mixing | Video Asset Creation | Video Design
Technical skills: Adobe Premiere Pro | AVID Media Composer | Final Cut Pro | Cross-platform posting | Adobe Illustrator | Adobe After Effects | Adobe Photoshop | Adobe Audition | Adobe Media Encoder | Microsoft Excel | Microsoft Word | Microsoft PowerPoint

PROFESSIONAL EXPERIENCE

New American Funding

Lead Video Editor | Marketing & Creative | 2023 – Present

- ❖ Directed end-to-end video production for major corporate events with 1,000+ attendees, managing on-location filming and post-production to deliver comprehensive event recaps and targeted social media packages.
- ❖ Built and maintained a scalable media library from on-location event footage, ensuring the marketing and creative teams had a robust backlog of high-quality b-roll for future brand initiatives.
- ❖ Collaborated on a multimillion-dollar marketing campaign aimed at first-time home buyers, actively shaping the project's emotional resonance and visual direction during pre-production.
- ❖ Executed comprehensive post-production editing for an award-winning campaign, delivering optimized assets across all platforms (16:9 standard and 9:16 social cuts) that drove brand notoriety and directly grew social channels by over 20,000 followers.
- ❖ Served as the primary internal editor for the main branch, maintaining the creative direction of post-production workflows and ensuring consistent, high-end visual storytelling across all marketing deliverables.

BUZZFEED - FREELANCE

Lead Editor | 2021 – 2023

- ❖ Spearheaded long-form video production for flagship verticals including Complex and First We Feast, managing the full post-production lifecycle to ensure high-engagement delivery across global digital platforms.
- ❖ Directed two specialized "Adaptation Pods," architecting streamlined workflows that optimized content repurposing and established the operational blueprint for the team's future output.
- ❖ Maintained rigorous quality control over a high-volume pipeline, overseeing the production of 12+ videos weekly while enforcing strict adherence to brand voice, tonal consistency, and community standards.
- ❖ Amassed a prolific portfolio of 210+ Lead Producer and 130+ Team Lead credits, delivering premium content while navigating the fast-paced demands and budgetary constraints of a leading digital media house.
- ❖ Engineered end-to-end post-production solutions, from raw asset assembly to final sound mixing, consistently meeting aggressive turnaround times without sacrificing the "viral" visual style synonymous with the BuzzFeed brand.

DIRT MERCHANT FILMS

Video Editor | 2020 – 2021

- ❖ Edited 100 hours of video footage by trimming, copying, and pasting using Adobe Premiere Pro software
- ❖ Engaged in the project from beginning to end to fulfill deadline and deliverables
- ❖ Edited and effected color correction, subtitling, and audio correction on multiple full-length films.

ADLER & ASSOCIATES ENTERTAINMENT

Video Editing Department Intern | 2019 - 2020

- ❖ Worked on four-wall distribution for a Puerto Rican film set to be released worldwide.
- ❖ Developed creative video editing and storytelling strategies for 50+ short films including multiple trailers for different films in different genres.
- ❖ Worked on subtitling for films from English to Spanish and vice versa.

EDUCATION

CALIFORNIA STATE UNIVERSITY

Bachelor's in Television, Film and Media Studies

CERTIFICATIONS

- ❖ The Fundamentals of Digital Marketing Certificate
- ❖ Certificate Project Management Essentials Certified
- ❖ Broadcasting and Cinema: Screenwriting Certificate