

Phil Anderson

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QUALIFICATIONS SUMMARY

Video Producer and editor with over a decade of experience as a visual storyteller with a demonstrated ability to take an idea from concept to delivery and produce inspiring, engaging results, while committed to delivering high quality, inspiring results under tight deadlines.

- Expert level skills in video production and editing, studio and location lighting, sound recording and editing, from concept ideation to project planning and management across multiple platforms, through asset delivery.
- Advanced skills in Adobe Creative Cloud suite of Premiere, After Effects, Photoshop, Illustrator, InDesign, MS Office, Apple, iOS, and Windows. Extensive experience creating and converting content for delivery.
- Proven ability to run projects independently, using effective interpersonal skills working with executives, sales managers and directly face to face with clients. Flexible and friendly person to work with.

KEY ACCOMPLISHMENTS

- As Prudential's senior on-staff video producer I was responsible for the full workload of all internal and client video requests as the department expanded and grew by over 400%.
- Produced key corporate videos showcasing both products and services for Prudential, that resulted in the two largest deals in company history; Philips Corp. at \$5.2b, and Joint Industry Board at \$5.6b.
- Wrote and produced Amazon Echo promotional material for nationally used sales presentations showcasing Prudential's Alexa app, resulting in significant awareness of Prudential's technical advancements.
- Telly award winner for video production work covering Portland Timbers soccer matches.
- Ventured out on my own in 2020 as a marketing consultant based around use of video and motion graphics for social media marketing aimed at small businesses.

EXPERIENCE

Recreational Equipment Incorporated, West Hartford, CT **2020 – Present**
Retail Sales Specialist
Recognized for communication and sales excellence engaging customers safely during the Covid-19 pandemic.

Prudential Financial, Hartford, CT, Newark, NJ, New York, NY **2014 – 2019**
Senior Video Producer and Editor
Visually represented the company's identity in nearly every marketing and advertising campaign.

KOIN-TV (CBS), Portland, OR **2008 – 2013**
Graphic Designer and Editor
Broadcast graphic designer, video editor, camera operator for news, promotions and commercials.

Other Career Experience, and Clients: Grant writer, motion graphic animator, client relations (sales), video director, script writer, sound editor, music editor, composer, studio photographer, location photographer. *Turner Broadcasting, ACAP, Nike, Starbucks, Adidas, Columbia Sportswear, CPTV, Clackamas Community College, The North Face.*

EDUCATION

Quinnipiac University - FITP (Film) graduate.

Pacific Northwest College of Art - Advanced level classes in film & video production, Adobe Creative Suite.