



Phil Anderson

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www.philanderson.com

TECHNICAL SKILLS:

Video Editing
Video Production
Graphic Design
Motion Graphic Animation
Sound Editing
Color Grading
Script Writing
Photography
Music Composition
Music Editing
Content Creation
Digital Asset Management
Client Relations
Project Management
Strategic Planning
Sales Presentations

SOFTWARE SKILLS:

Adobe Creative Suite
Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe Audition
Adobe Media Encoder
Adobe Illustrator
Adobe InDesign
DaVinci Resolve
Wix
Element 3D
Microsoft Office
CMS Systems
Canto
Slack

PROFILE

Passionate and highly creative producer with wide-ranging professional experience creating visual content for corporate advertising, broadcast television, commercial production, and online delivery.

KEY ACCOMPLISHMENTS

- As the senior video producer and editor at Prudential, I led the complete workload of internal and client video requests, driving growth by nearly 400% within a five-year period.
- Developed and led a training program on video storytelling for the greater Prudential marketing team, empowering writers, designers, and support staff to enhance overall content quality and brand consistency.
- Collaborated in the look and design two television station branding changes and two broadcast lifestyle shows at KOIN.

PRACTICAL EXPERTISE

Creative storyteller with excellent written and verbal communication. Problem solver and contingency planner, with attention to detail and adaptability, while being a flexible and friendly person to work with.

EXPERIENCE

Retail Sales Specialist, REI, Clackamas, OR — 2020-Present

Joined REI during the pandemic, and transferred to be back home in Oregon in 2023.

Senior Video Producer and Editor, Prudential, Hartford, CT — 2013-2019

Visually represented the company's identity as a video producer and editor.

Graphic Designer, KOIN-TV (CBS) Portland, OR — 2008-2012

Broadcast graphic designer, video editor, camera operator.

PERSONAL DEVELOPMENT EXPERIENCE

- Authored three published books and numerous articles.
- Developed and delivered presentations on futurism and trends.
- AI power user of prompt engineering since 2022; Chat GPT, Bard, Bing, Midjourney, Dall-E, Stable Diffusion, Pinokio, Leonardo, Pika, Eleven Labs.

EDUCATION

Quinnipiac University, Hamden, CT — Film Production, 2012