

RORI PITTS

SENIOR VIDEO EDITOR | STORY-DRIVEN CONTENT & BRAND NARRATIVE

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Bergen County, NJ

SUMMARY

Senior Editor with 10+ years shaping long-form and brand-driven content into clear, story-forward pieces. Experienced in shaping interview-driven content and expert-led narratives into clear, audience-focused stories. Lead projects from assembly through final delivery while working across teams and managing stakeholder feedback. Known for being reliable, easy to work with, and consistent under tight timelines.

CORE EDITING STRENGTHS

- Lead full-cycle post-production workflows from assembly through final delivery
- Translate complex footage into clear, audience-focused stories
- Integrate executive and stakeholder feedback across multiple revision stages
- Deliver polished cuts under compressed timelines without sacrificing story clarity
- Collaborate cross-functionally with marketing, production, and leadership teams
- Maintain tone, pacing, and brand alignment across content

Editing Platforms: Adobe Premiere Pro, Avid Media Composer

Motion Graphics: After Effects

Additional: Media management, multi-cam editing, color correction, basic audio cleanup

DIGITAL & BRANDED CONTENT

- Edited branded and promotional content for digital campaigns and live programming
- Created short-form promotional edits from long-form content to improve clarity, engagement, and audience retention

Amazon Live – Brand promotional segments for live commerce programming

Manhattan Jewish Experience – Corporate promotional content for digital and community outreach

SELECTED EDITORIAL EXPERIENCE

- Edit long-form content across broadcast and digital platforms, shaping stories from interviews, verité, and structured formats under tight deadlines

Discovery – Moonshiners: Master Distiller

National Geographic – Called to the Wild

The Weather Channel – Hawaii Air Rescue

TV One – Justice by Any Means

ID – True Crime with Aphrodite Jones

HGTV – Divided by Design

VH1 – Basketball Wives

MTV – MTV Cribs

TLC – Rattled

EDUCATION

Rutgers University | Newark, NJ | BA Television Production