

RORI PITTS

SENIOR VIDEO EDITOR | STORY-DRIVEN CONTENT & BRAND NARRATIVE

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SUMMARY

Senior Editor with 10+ years shaping long-form and brand-driven content into clear, story-forward finished pieces. Transforms interviews, expert commentary, and unscripted footage into clear, audience-focused narratives for digital and broadcast platforms. Experienced leading projects from assembly through final delivery in collaborative, deadline-driven environments. Known for strong narrative structure, stakeholder alignment, and reliable execution across remote and hybrid teams.

CORE EDITING STRENGTHS

- Lead projects from assembly through final delivery with structured review workflows
- Translate complex footage into clear, audience-focused narrative
- Interview -driven storytelling that shapes expert commentary and subject matter into clear narrative arcs
- 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 long-form and digital content
- Manage multi-stage review processes across creative and executive stakeholders
- Solutions-focused editor known for reliability and calm execution under pressure

Editing Platforms: Adobe Premiere Pro, After Effects, Avid Media Composer

Motion Graphics: After Effects

DIGITAL & BRANDED CONTENT

- Edited promotional and branded content supporting marketing campaigns, community storytelling, and live digital programming
- Developed short-form cutdowns and promotional edits from long-form material while maintaining narrative clarity and audience focus

Amazon Live – Brand promotional segments for live commerce programming

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

SELECTED EDITORIAL EXPERIENCE

- Edited long-form unscripted series across documentary, competition, and lifestyle formats for major broadcast and cable networks, shaping story arcs from large volumes of footage.

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