

# RORI PITTS

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## SENIOR VIDEO EDITOR | STORY-DRIVEN CONTENT & BRAND NARRATIVE

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Bergen County, NJ

### SUMMARY

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Senior Video Editor with 10 plus years shaping long-form, branded, and digital content into clear, audience-focused stories. Specializes in translating complex material into engaging, narrative-driven content that supports brand messaging and business goals. Leads projects from assembly through final delivery, collaborating cross-functionally with marketing, production, and stakeholders to refine messaging and deliver polished content under tight deadlines.

### CORE EDITING STRENGTHS

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- Lead projects from assembly through final delivery within structured post-production workflows
- Translate complex footage into clear, audience-focused stories for digital and branded content
- Deliver polished, deadline-driven content without sacrificing clarity or messaging
- Collaborate cross-functionally with marketing, production, and leadership teams to align with business goals
- Edit interview-driven content into cohesive, narrative-driven pieces aligned with audience and brand goals
- Integrate stakeholder feedback across multiple revision cycles
- Media management, multi-cam editing, color correction, basic audio cleanup

### TOOLS

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- **Editing Platforms** | Adobe Premiere Pro, Avid Media Composer
- **Motion Graphics** | After Effects (basic)

### DIGITAL & BRANDED CONTENT

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- Edited branded and promotional content for digital campaigns and live programming, aligning storytelling with brand messaging and audience engagement
- Created short-form content from long-form footage to improve clarity, retention, and platform performance
- Collaborated with producers and stakeholders to ensure content aligned with brand voice, messaging, and audience needs

**Amazon Live** – Edited live commerce content for Amazon Live, creating short-form segments designed to drive engagement and product-focused storytelling

**Manhattan Jewish Experience** – Edited corporate promotional content to support outreach, events, and community engagement initiatives

### SELECTED EDITORIAL EXPERIENCE

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- Edit long-form content across broadcast and digital platforms, tight deadlines shaping narrative from interviews and unscripted footage into clear, audience-focused content

**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

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**Rutgers University** | Newark, NJ | BA Television Production