

RORI PITTS

SENIOR VIDEO EDITOR | STORY-DRIVEN DIGITAL & BRAND CONTENT

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Bergen County, NJ

SUMMARY

Senior Video Editor with 10+ years shaping long-form and digital content into clear, story-driven pieces with a strong focus on audience and pacing. Experienced in structuring complex, interview-driven and expert-led material into cohesive narratives with strong clarity and flow. Lead projects from assembly through final delivery, working closely with producers, executives, and stakeholders to refine structure, tone, and messaging. Known for stepping into projects at any stage, solving story within the edit, and delivering clean, polished work under tight deadlines.

CORE EDITING STRENGTHS

- Lead projects from assembly through final delivery within structured post-production workflows
- Translate complex footage into clear, audience-focused stories across digital and branded content
- Shape edits with a focus on audience engagement, retention, and platform-specific storytelling
- Craft interview-driven material into cohesive edits with strong pacing, clarity, and tone
- Deliver polished content under tight deadlines without sacrificing story or messaging
- Work closely with producers, marketing teams, and stakeholders to refine content and messaging
- Integrate stakeholder feedback across multiple revision cycles
- Media management, multi-cam editing, color correction, and basic audio cleanup

TOOLS

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

DIGITAL & BRANDED CONTENT

- 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 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

- Edit long-form content across broadcast and digital platforms, shaping narrative from interviews and unscripted footage 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