



Gregory Anderson

Producer • Editor • Motion Graphics Artist

I am an extremely passionate and creative storyteller with extensive experience producing and editing high visibility branded content for broadcast, digital, social media and DTC campaigns as well as off-air marketing assets and ad sales reels.

Experience

2024 - Current
The Luscious Agency
Creative Director

Design and create animated marketing promos for Instagram, FaceBook, LinkedIn and TicTok through developed knowledge of social media platforms and video best practices, including emerging trends and audience engagement strategies.

2019 - 2024
Warner Bros. Discovery
Preditor

Tasked with creating on-air, social and digital promotions for CNN, HBO Max, HLN and Turner Sister Networks. Produced, edited, created motion graphics and sound design for the promotion of Original Series, Original Films and topical news promotions for multiple Emmy award winning News and Documentary series.

2017 - 2019
OWN Network
Senior Editor

Editorial, music supervision and graphics integration of on-air promos & short and long form content for broadcast and social media platforms from heavyweight show creators Ava DuVernay, Tyler Perry and Will Packer. Also responsible for working closely with producers to ensure creative direction and network promotional objectives were fulfilled.

2015 - 2017
Various Networks/Agencies
Freelance Editor

Editorial on 360 promotional advertising campaigns, development sizzles, Direct Response and social media campaigns at Disney/ABC Television, Trailer Park, Stun Creative, mOcean, WGN, Viacom, Script to Screen, Guthey Renker and more. Additional details upon request.

Skills

- Expert organizational and time management skills
- Interpersonal and collaborative communicator
- Strong emotive storytelling sensibilities
- Critical thinking and problem-solving skills
- Intuitive focus and attention to detail
- Excellent leadership and mentoring capabilities
- Active listening and adaptability skills

Certifications

Premiere Pro Guru - Luts and Look files- LinkedIn

Thinking Creatively - LinkedIn

Contact

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Expertise

- Adobe Premiere
- Avid Media Composer
- Color Correction
- After Effects/Motion GFX
- Graphic Design
- Copy writing
- Music Supervision
- Sound Design
- Audio Mixing

Education

College For Recording Arts
San Francisco, CA

- Course studies included:**
- Recording Arts and Sciences
 - Audio Engineering
 - Sound Design
 - Music Production
 - Post Production
 - Principles of Electronics
 - Sound reinforcement
 - Entertainment Law