Mel Pellicano

(they/them)

(347) 840-0099

Melissa.Pellicano@gmail.com
New York/Los Angeles

Social Media video editor and production veteran with a demonstrated awareness and commitment to sccuracy and socially fueled storytelling.

Education

The City University of New York College of Staten Island — **08/2009 – 05/2014**

BA in Cinema Studies with a concentration in Film & TV Production.

Experience

ViacomCBS/CBS Interactive/CBS Media Ventures - Inside Edition — 6/2017-Present

Digital Video Producer & Editor/ Senior Social Media Video Editor

- Coordinate with video producers and editorial team with oversight from managers and senior staff to identify content opportunities for digital
- Develop pitches and produce premium, high-visibility video for large-scale audiences
- Apply news judgement and creative aesthetic for content production, including stylized graphics
- Manage multiple edits, original or repackaged, for web, social and other mobile platforms such as; Instagram, YouTube Shorts, Snapchat and TikTok. Create and develop new formats.
- Evolve and improve workflow to new formats and technologies, always looking to improve output
- Oversee all aspects of original productions, including field producing, sourcing crew, creation of shot lists and interview questions, conducting interviews, and directing reporters and talent
- Edit and optimize new and archival broadcast material, longform and short-form video content for social media platforms
- Motivate, guide and lead junior video editors on edits
- Ensure video delivery meets publishing schedule

IE Digital Studio Manager

- Coordinate with Director of Video, writers and producers to ensure studio space is set-up, with lighting set and gear placed, for all digital video originals and interviews
- Keep inventory of studio equipment and ensure functionality

A PLUS | Good News — 01/2017-06/2017

Video Producer/Shooter/Editor

- Pitch viral video content to edit and publish and retrieve video assets independently
- Pitch/shoot/edit original content, how to videos and livestreams

Huffington Post Live/HuffPost — 10/2015-01/2017

HP Originals Video Editor

Edit and organize elements for on air b-roll and deliver content to HPL control room

Media management for projects on SAN and create content for facebook - daily trending videos & collaborate with producers on future pitches

Edit shortform video in Adobe Premiere

Skills

Production Swing & Video Editor

- Proficiency with the Adobe Creative Cloud, including Adobe Premiere and After Effects
- Experience in scriptwriting for film and digital video
- Self-motivated and highly creative with an editorial eye
- Excellent communication, collaboration, and delegation skills
- Ability to work independently (virtual or IRL) with little direction
- Comfortable adapting and working in a fast paced, ever changing production environment.
- Strong knowledge and experience with different video formats, codecs, frame rates, audio compression, and standards for digital video as well as migrating media from AVID/Interplay
- Experience working with a variety of DSLR, Canon C-series, digital cinema and mirrorless cameras.
- Strong sense of social media style and voice geared toward a younger Millennial/Gen-Z and/or queer audience.