

SEAN GROSSMAN

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PROFESSIONAL EXPERIENCE

Edelman

New York, NY

Senior Integrated Producer

October 2024 to Present

Responsibilities include leading production processes for various clients involving video, animation, design, podcasts, live activations and more. Building on previous responsibilities, I lead complex projects and drive action for all integrated teams from conception to final delivery.

Clients include: TJ Maxx, AstraZeneca, BlackRock, Icy Hot

Design Producer

July 2021 to October 2024

Responsibilities included producing multi-media projects for prominent brands including design, video, animation, photography, podcasts, web development, events and more. I create project estimates, built and managed production schedules, led vendor relations, streamlined communications between internal and external teams, provided creative direction on deliverables and drove the production process.

Clients Include: Hellmann's, Microsoft, Quad, TJ Maxx, AstraZeneca, Taco Bell, Babybel, Lululemon, Prologis, William Blair, Samsung, KidSuper, ADM, Scholastic, EV CO, UCLA, Principal Financial, Cayman Jack, Starbucks, Citi, Pepsi Co, eBay, Johnson & Johnson and more.

Meredith Corporation

New York, NY

Contract Producer/ Writer

Feb 2021 to June 2021

Responsibilities included building the Daily Paws video unit from the ground up. I implemented new strategies for the production workflow, from initial talent outreach to the final product. I created concepts for phase one and phase two video series geared for social audiences. Conducted interviews with talent, wrote detailed scripts and designed graphics. In this position, I also managed editors, leading constructive editorial and creative feedback on video content.

Daily Mail (MailOnline)

New York, NY

Freelance Social Video Producer/ Editor

July 2020 to Sept 2020

Responsibilities included working with the MailOnline social team during the Covid-19 pandemic to deliver engaging and trending news videos. I pitched video ideas, wrote scripts, edited in Premiere Pro, and scheduled videos to be published on Facebook. This position was a fast paced, news environment that required I create 4-5 videos each day.

The Dodo

New York, NY

Video Producer/ Editor

Mar 2019 to Jul 2020

Responsibilities included creating compelling viral animal videos that acquired millions of views. Conducted talent outreach, UGC content acquisition, edited, filmed, interviewed subjects, wrote scripts, sent shot lists, managed talent releases and scheduled videos for publishing on various social media platforms. The videos I created in this role were consistently ranked within the Top 10 performers week to week.

International Rescue Committee

New York, NY

Associate Producer

Jan 2016 to March 2019

Responsibilities included filming and editing humanitarian aid/ world crises content for social media and corporate strategies. I managed production companies, social media accounts, video interns and celebrity talent. This also encompassed creating taxonomy and managing the video archive. My role involved presenting quarterly metrics reports to the global communications team as the content created here relied on studying engagement rates on social media.

Video Intern

Sept 2015 to Dec 2015

Responsibilities included filming and editing videos about the IRC's humanitarian work and world crises. I also worked on digital asset management, created graphics in After Effects, assembled themed B-Roll packages and conducted quarterly metrics reports to the NY team.

TECHNICAL AND SOFT SKILLS

Adobe Creative Cloud Applications
Final Cut Pro/ Post Production Software
Cinematography/ Aerial Video
Developing/ Editing Visuals
Live Recording/ Podcasts

Scriptwriting/ Digital Storytelling
Project/ Production Management
Analytic Studies
Budgeting
Client/ Talent/ Vendor Relations

Digital Asset Management
Post Production Supervising
Managing Editors and Interns
GSuites Applications
Microsoft 360 Applications

EDUCATION

Bachelor of Arts, Film Production & Media

Hunter College

New York, NY

Associate of Arts, Liberal Arts

Nassau Community College

Uniondale, NY