

WILL ROBINSON

Washington, DC • (443)-257-4588 • [linkedin.com/in/wrobinson92](https://www.linkedin.com/in/wrobinson92) • wrobinson922@gmail.com

EXPERIENCE

Arc'teryx – *Product Guide & Content Creator*

Washington, DC | Jan 2025 – Present

- Produced, filmed, and edited branded social media recap for community events, aligning content with brand identity and current motion design trends.
- Collaborated with in-store teams to storyboard video content optimized for Instagram and YouTube.
- Delivered premium customer experiences while serving as a brand ambassador for in-store and community outreach.

Freelance Video Producer & Editor

Washington, DC | Aug 2018 – Present

- Created short-form video content for events, commercials, and campaigns across multiple sectors.
- Managed end-to-end video production, including directing, editing, and post-production using Adobe Premiere, Final Cut Pro, and After Effects.
- Shot live event coverage, worked with gimbals and audio setups, and ensured key moments were captured with broadcast-level quality.
- Delivered under deadline-driven conditions and adapted to changing production needs.

Schatz Strategy Group – *Media Specialist*

Remote | Jul 2023 – Apr 2024

- Produced explainer videos and internal policy visuals using motion graphics and live-action elements.
- Translated complex messaging into accessible content with attention to visual consistency and editorial accuracy.
- Coordinated feedback from stakeholders to finalize edits and graphic treatments.

Discovery Channel – *Digital Media Specialist*

Sterling, VA | Jan 2022 – May 2022

- Ensured broadcast-quality standards in video assets distributed across digital and global platforms.
- Transcoded media files and prepped content for cross-platform use, maintaining metadata and compliance with media guidelines.

The Spokesman, Morgan State University – *Photographer & Staff Writer*

Baltimore, MD | Sep 2018 – May 2019

- Shot stills and video content for university-wide events, lifestyle features, and editorial campaigns.
- Delivered content aligned with journalistic and creative standards, enhancing student engagement through visual storytelling.

EDUCATION

Morgan State University

Bachelor of Science, Multimedia Platform Production

Baltimore, MD | Aug 2017 – May 2021

TECHNICAL SKILLS

Software: Adobe Premiere Pro, After Effects, Lightroom, Photoshop, Illustrator, Final Cut Pro X, DaVinci Resolve, Canva, Microsoft Office Suite (Word, Excel, PowerPoint)

Equipment: Sony Alpha Series, DJI Ronin & Mavic, Rode audio gear, professional field recorders, studio and mobile lighting setups

Core Competencies: Video Production, Motion Graphics, Storyboarding, Scripting, Audio Syncing, Social Media Optimization, Media Management, Pre- and Post-Production, Lighting & Camera Operation