

# PREET PANNU

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## SENIOR PRODUCER | EDITOR | CREDITS - History Channel, PBS, Discovery, Tubi, YouTube, A+E Global

Senior Digital Content Producer and Editor with 20+ years of experience shaping compelling broadcast, documentary, and digital storytelling for global audiences. Skilled at crafting narrative-driven content from interview and conversation-based formats, with expertise in editing video, podcasts, and short-form social clips for YouTube and digital platforms. Advanced proficiency in Adobe Premiere Pro and the Adobe Creative Suite, with experience building graphics packages, optimizing content for multi-platform distribution, and managing full-cycle post-production workflows. A collaborative storyteller with a strong editorial instinct for pacing, clarity - passionate about creating visually engaging content that inspires.

## CORE SKILLS

Post-Production Management | Storytelling | Video & Film Editing | Creative Direction | Workflow Optimization | Branded Content | Creative Team Leadership | Generative AI & LLMs | Adobe CC | Avid | Canva | Wix | Project Management | Podcasting | Producing | Website Design & Maintenance | Social Media Outreach Campaigns

## PROFESSIONAL EXPERIENCE

### Mark Cooper | NY - Sep 2018 – Present Digital Content Producer, Freelance

Design, launch, and maintain a fully functional Wix e-commerce site, creating an intuitive shopping experience that supports repeat customers and online conversions. Analyze performance metrics to refine content strategy.

- Amplified product visibility and drove sales growth across digital platforms by producing high-impact branded videos for bespoke brands like Harney & Sons, incorporating AI enhanced editing techniques
- Achieved significant boosts in audience engagement and brand reach by developing and executing social media strategies for food & beverage distribution.

### A+E Global Networks | NY - Jan 2023 to Jul 2024 Global Producer/ TV Editor

Directed end-to-end post-production of global programming while completing flawless editing, re-mastering, and on-time international releases. Ensured quality and compliance across all content by coordinating with cross-functional teams to meet tight deadlines and streaming platform technical specifications.

- Directed post-production for 1000+ hours of global programming, ensuring on-time delivery to 50+ international markets. Optimized broadcast delivery to stringent global standards.
- Integrated AI tools to streamline editing, improving team efficiency by 30%.

### Freelance | NY - Feb 2021 to Jan 2023 YouTube Editor

Authored compelling voice-over scripts and applied advanced editing techniques in Adobe Premiere Pro, After Effects, and Photoshop, delivering polished, broadcast-quality productions on tight deadlines.

- Edited science and influencer videos reaching 1M+ viewers, transforming scientific concepts into engaging, viral-ready films, for World Science Studios. Engaged in cross-functional collaboration to meet deadlines and best-practices.
- Optimized video distribution and performance by preparing platform-specific edits, increasing viewer retention and building a repository of original adventure and travel video content for explorer and influencer Run with Ryan.

### New York Film Academy | NY - Apr 2019 to Jul 2024 Adjunct Faculty, Teaching Editing (part-time)

Taught film, documentary, and television editing using Avid Media Composer and Adobe Premiere Pro, guiding students from foundational techniques to advanced post-production workflows. Mentored aspiring editors and filmmakers, providing career guidance and portfolio reviews, helping students secure jobs and internships.

- Blended technical instruction with creative digital-storytelling and film theory, enabling students to craft compelling narratives and develop their media portfolios.
- Nurtured critical thinking and constructive feedback by organizing peer critique sessions and edited film.

### STX: Into The Lost Desert | NY - May 2019 to Apr 2020 Film Editor

Edited the feature-length documentary Into The Lost Desert, profiling extreme athlete and explorer Max Calderan working on Adobe CC (Premier Pro) to deliver a broadcast-quality film streaming on Tubi.

- Established projects for senior editors, ensuring cohesive narrative flow. Taking raw footage to final cut by partnering with the director to refine the creative vision.
- Produced promotional sizzle reels and crafted polished scenes for marketing and festival submissions.

## PROFESSIONAL EXPERIENCE

### Nation TV & Nusu Nusu Productions | NAIROBI, KENYA - Aug 2017 to Jul 2018

#### Producer & TV Editor

Produced and edited live and pre-recorded news segments and daily new features, collaborating with directors to create dynamic, audience-focused TV programming in English and Kiswahili.

- *Managed agency accounts : Enhancing online engagement by developing and launching two e-commerce websites on Wix, handling end- to-end tasks including site-mapping, copywriting, graphic design, and layout.*
- *Mentored interns and staff in digital media and storytelling, transferring technical and editorial skills to empower future media professionals.*

### The New School | NY - Aug 2014 to Jul 2017

#### Production Manager RED Dog Productions

Directed all aspects of company operations, from client acquisition and production to post-production management. Hired and trained staff, and directed studio and location productions, overseeing creative project management to deliver polished multimedia campaigns on social and digital sites.

- *Built and led a multidisciplinary creative studio, established daily production operations, managed video production, live streaming, and podcasting while capturing lectures, symposia, events, open houses and conferences.*
- *Produced high-quality digital content, including photography and video for Parsons School of Design, Milano School of Policy, and Media Studies, strengthening the university's digital presence and communication outreach.*
- *Empowered MA students with professional skills and real-world production techniques, teaching vocational production and editing workshop and guiding them through creative leadership.*

### Zero Point Zero Productions Anthony Bourdain: No Reservations | NY

#### Travel TV Editor

Editing Emmy award winning Travel Channel series, hosted by Anthony Bourdain. Participated in creative meetings to assist in defining scope of project.

- *Post-production management of HD workflow, on Avid, editing TV series around culture, food and global travel.*
- *Collaborate with producers, acclaimed writer and talent Anthony Bourdain, in refining storylines for TV episodes..*
- *Partnered with producers, senior editors and graphics team delivering broadcast-ready TV episodes under tight deadlines. Researching archival footage and music and sound effects to enhance storylines..*

## Additional Experience

**TV Editor** | Lion TV, Cash Cab, NY

**TV Editor & Content Manager** | PBS, Kimchi Chronicles

**Producer & Editor** | Blonde & CO, NY

**Film Editor** | Dominick Films, The Music is The Magic featuring Abbey Lincoln, Jazz composer, NY Associate

**Producer** | Lehman Brothers, NY

## Education

**THE NEW SCHOOL, NY, (FULL ACADEMIC SCHOLARSHIP)**

**Master of Arts, Media Studies**

**University of Sheffield, UK, (Dual Honors)**

**Bachelor of Arts, Business Studies & Economics**

**University of Sunderland, UK**

**Post-Graduate Certificate in Education (PGCE)**

## Technical Proficiencies

**Editing** | Adobe: Creative Cloud, Avid Media Composer, Final Cut Pro, Final Cut X, Avid Newscutter, Premiere Pro, Descript, Motion, Protools, Audition, Wipster, [frame.io](https://frame.io) & ARCH Virtual Editing for remote workflow.

**Web** | Wix, Go Daddy, Wordpress, Envato, MPEG Stream Clip, Canva, Shopify.

**Production** | HD and 4K cameras, Canon 5D & 7D, Sony FS7 (4K), Panasonic and other DSLRs, Crestron, Audio..

**Other Software** | Microsoft Office, Google Apps, Adobe Spark, You Tube Manager, Vimeo, Livesteam, MailChimp, Lightworks, Pixlr, Canva, Slack, Salesforce, Asana, Livestream, Zoom, Teams, OBS, Terradici, Eleven Labs, Chat GPT, Hera, Firefly, Runway, PikaLabs, Midjourney. Rekordbox, Virtual DJ.

**Additional** | Social Media Management, East Africa productions, Safari Company coordinator. Wildlife excursions and videography expertise, scuba-diving (BSAC) and skydiving experience. Event DJ for boutique experiences. Dual nationality USA and Kenya. Languages | Fluent: English. Conversational: Kiswahili, Punjabi and Hindi.