

PREET PANNU

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Motivated and results-driven professional with 23 years of experience in media production, post-production, and education. Proven ability to edit and post-produce digital and broadcast quality video, oversee review sessions and work with creative teams and vendors. Expertise in developing creative strategies, coordinating video projects, hiring and managing vendors as well as sourcing visual content.

SKILLS

Outreach & Partnerships: Prospect identification, lead generation, email outreach campaigns, partnership development, stakeholder relationship development discovery calls, negotiation, project management, vendor contracts. Managed and organically grew client base for Blonde & Co and The New School.

Communication: Excellent written and verbal communication, crafting compelling messaging, copywriting, editing, public speaking, presentation skills, pitching.

Sales & Business Development: Client relationship management, account management, business development, direct mail campaigns, conference appearances, social media content creation for outreach.

Project Management: Project lifecycle management, workflow optimization, budget management, team leadership, training and mentoring, post-production coordination.

TECHNICAL SKILLS

Adobe Premiere Pro, After Effects, Adobe CC, Microsoft Office Suite, Google Suite, generative AI tools, HD and 4K cameras, social media platforms, website management (Wix, WordPress), Pioneer DJ controllers, Canva, Wipster, Frame.io, Livestream.

EXPERIENCE

A+E NETWORKS | Global Producer/Editor | NY | 01/2023 - 06/2024

- Managed the lifecycle of A+E programming for distribution on Hulu, History, Lifetime, YouTube, Netflix.
- Oversaw post-production, directed editors, and ensured technical specs and international standards were met. Utilized AI to conform media to current specifications.

WORLD SCIENCE & Run with Ryan | Video Editor | NY | 02/2022 - 01/2023

Edited YouTube shows for an audience of over 1 million, showcasing leading scientists. Performed creative and technical tasks in Premiere Pro and Adobe Creative Cloud. Managed remote post-production workflows.

EXPERIENCE

MARK COOPER | Digital Content Producer, Freelance | NY | 09/2018 - Present

- Designed and maintained e-commerce website on Wix.
- Managed social media outreach on Facebook and YouTube.
- Produced and edited video releases.

EMPTY QUARTER STUDIOS | Documentary, Junior Editor | NY | 05/2019 - 04/2020

- Edited the documentary feature film "Into The Lost Desert" on Premiere Pro.
- Edited sizzle reels and scenes for Tubi streaming.

NATION TV & NUSU NUSU PRODUCTIONS | Producer/Editor | Nairobi, Kenya | 08/2017 - 07/2018

- Produced and edited live and taped news segments, daily features, and shows.
- Built and maintained e-commerce websites and managed social media outreach.

THE NEW SCHOOL | Production Manager | NY | 08/2014 - 07/2017

- Built a creative workforce and provided training in photography, production, and editing.
- Coordinated shoots, events, and post-production; developed a repeat client base.
- Produced digital content and mentored students.

BLONDE & CO | Producer | NY | 2012 - 2014 as well as 2007 - 2009

- Account management and project management for beauty and fashion industry clients.
- Oversaw production and editing of original photo and video content. Wrote treatments and scripts for beauty and fashion industry editorials.
- Optimized studio workflow, manage budgets, hired crew and talent and project managed deliverables.
- Built client relationships and secured new leads while producing video and photo shoots in collaboration with directors.

CAREER MILESTONES

LION TV | CASH CAB | TV Editor

KIMCHI CHRONICLES on PBS | Editor & Story Producer

ANTHONY BOURDAIN: NO RESERVATIONS on TRAVEL CHANNEL | Assistant Editor

LEHMAN BROTHERS HOLDING, Inc | Associate Producer

CAPITAL FM | Radio Producer & Presenter | Nairobi, Kenya

EDUCATION

Master Of Arts | Media Studies | The New School, NY | 2002

Bachelor of Arts | Business Studies & Economics | University Of Sheffield, UK

Post Graduate Certificate in Education | University of Sunderland, UK