Miles Mallard

Video Editor + Motion Designer

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SUMMARY

Passionate commercial video editor with almost a decade of experience and creates compelling content for top brands and agencies. Proficient in Adobe Creative Suite, modern digital cinema cameras, and working with editing teams.

EXPERIENCE

Senior Video Editor

Quilt 01/2025 - Present Remote

- Lead editor for CTV commercials, documentaries, customer testimonials, digital ads, event recaps, and web assets
- Edit, color correct/grade, and implement motion graphics to raw footage
- Ensure videos are edited according to guidelines for 16+ brands and verticals
- Export videos with closed captions and create video thumbnails
- Oversee communication and project execution for freelance video editors
- Use performance analytics to drive content creation KPI's and milestones

Video Editor

Express 04/2022 - 06/2024 Columbus, OH

- Created editorial campaign ads, in-store videos, site headers, internal videos, and social content
- Enhanced and edited videos viewed by millions for paid and organic social channels: Instagram, TikTok, Facebook, and YouTube
- Managed and organized project assets by utilizing video servers and digital cloud tools
- Analyzed key performance markers across digital platforms to determine effective content creation
- Supported video production team with on-set digital tech needs

Video Editor / Motion Graphics Designer

Kreber 08/2021 - 04/2022 Columbus, OH

- Referenced storyboards and scripts to assemble raw footage according to video requirements
- Edited over 70 product demos, ads, and social videos to align with client needs including color, music selection, and graphics creation
- Collaborated with internal partners for concept development and client deliverable presentations
- Exhibited advanced graphic design, video editing, and post-production skills
- Worked with art directors, designers, and copywriters throughout the creative process to implement client feedback
- Assisted with on-set video production

Video Editor / Motion Designer

Freelance 10/2018 - Present Columbus, OH

- Create engaging campaign ads, for various agencies and brands, that capture attention and drive action by using a blend of visuals and messaging Produce
- dynamic videos tailored websites and social media platforms that boost engagement and shareability
- Design eye-catching logo animations and motion graphics that enhance brand recognition and add a professional touch to content

EDUCATION

Bachelor of Fine Arts with a Design Thinking Minor

The Ohio State University
Columbus, OH

KEY ACHIEVEMENTS

Increased Viewer Engagement

Led a major ad campaign that increased viewer engagement by 30%, significantly boosting brand visibility.

Improved Workflow Efficiency

Streamlined the digital asset management process, reducing file clutter and increasing organization.

Enhanced Video Quality

Developed innovative visual effects and motion graphics contributing to a 57% increase in viewer retention.

SKILLS

Adobe Premiere Pro **Adobe After Effects**

DaVinci Resolve **Mocha Pro**

Motion Graphics **Ad Campaigns**

Digital Asset Management **Social Media**

CERTIFICATION

Advanced Visual Effects

School of Motion certified course focusing on VFX, keying, tracking, and rotoscoping live footage by compositing with Adobe After Effects, Adobe Photoshop, and Cinema 4D Lite.

After Effects Kickstart

School of Motion certified course covering the basics of After Effects.

Principles of Animation

School of Motion certification in creating dynamic animations and motion graphics using Adobe After Effects, Illustrator, and Photoshop.

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