

JOHN GERARDI

EXPERIENCE

Freelance

Petroni Foods

New York, NY

Video Editor | April 2024 - Present

- Edit short-form social and long-form YouTube content for Chef Christian Petroni.

Morgan & Morgan

Brooklyn, NY

Video Editor | February 2024 - Present

- Edit short and long-form content for the law firm's social, website, and for broadcast.
- Partner with NCAA athletes, UFC fighters, and influencers including Friday Beers, and Daniel Mac.

Johannes Leonardo

New York, NY

Video Editor | February 2024 - Present

- Edit Cannes and The One Show case studies.

adidas

Major League Baseball

Arlington, TX

Production Assistant | July 2024

- All Star Game Village Entertainment Team
 - Coordinated talent, legendary players, mascots, fans, equipment, music, and events.

Craft WW of McCann New York

Video Editor | March 2022 - February 2024

Assistant Video Editor | October 2018 - March 2022

New York, NY

- Edited and delivered videos to spec for broadcast, streaming, online video, social platforms, digital out-of-home, and for internal agency use including presentations, case studies, pitches, and sizzles.
- Collaborated with client, creative, account, and production to ensure content is created as desired.
- Edited audio, built animations, color corrected, and masked unwanted imagery for finish.
- QC'ed all work before delivery, including mass deliverables for various markets.
- Ingested, organized, transcoded, and synced RAW multi-camera footage and audio.
- Sourced footage for client's spots, and for agency pitches, case studies, and presentations.
- Main agency contact and vault archiver for digital file and physical drive storage of all McCann work.
- Onboarded and mentored newly-hired assistant editors.
- Production assistant at agency shoots for livestreams and for edit.

3M, ADT, Chick-fil-A, Cigna, Converse, ebay, Fujifilm, HomeGoods, Hornitos, L'Oréal, Lysol, Mastercard, McCann, Microsoft, Nespresso, New York Lottery, Ulta Beauty, U.S. Bank, USPS, Verizon

NYCB Live at Nassau Coliseum

Production Coordinator | October 2018 - April 2019

Hempstead, NY

- Assisted in the scoreboard control room for Long Island Nets and New York Islanders games, concerts, and events.
- Set up audio and video equipment for all events.
- Programmed advertising for the outdoor marquees and in-house TVs.

New York Mets

Production Assistant | 2018 Season

Production Intern | 2017 Season

Queens, NY

- Contributed to all audiovisual aspects of fan entertainment and production.
- Selected and organized game clips for editors for use on Citi Field scoreboard and SNY TV Network.
- Edited promos for in-stadium restaurants, gift shops, merchandise, and for inning break fan events.
- Produced cameramen and talent for pregame and in-game events.
- Assisted Public Address Announcer during games regarding batting lineup and pitching changes.
- Worked in the fast-paced control room during live baseball games, and assisted in handling any and all scenarios.

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📍 New York, NY

SOFTWARE

Adobe After Effects

Adobe Illustrator

Adobe Lightroom

Adobe Media Encoder

Adobe Photoshop

Adobe Premiere Pro

Avid Media Composer

CapCut

Final Cut Pro

Frame.io

Microsoft Office

SKILLS

Storytelling

Live Editing

Videography

Photography

Localization & Versioning

Online & Offline Editing

EDUCATION

State University of New York,
Oneonta

B.S. in Mass Communication,
Concentration in Production
May 2018