

# JARED AUSLANDER

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## Who I Am

I'm a **Video Production Supervisor** with a knack for executing creative deliverables using a diverse set of storytelling methods. Hands-on and detail-oriented across all layers of operations in cross-functional and collaborative environments, working from brief to execution to produce on-budget content that engages audiences.

## Professional Experience

### Senior Video Producer & Editor | Freelance

2015 - Present

**Select Agencies & Clients include:** AKQA, Laundry Service, Cycle Media, ESPN, Discovery, Red Bull, Vice, The Wall Street Journal, Great Big Story (CNN), Sweet (Hearst), European Wax Center, TangentVector, RaceService, MotorTrend, Falken Tire, Theory Communication & Design, UVPhactory and Burns Group

#### Notable Highlights:

- + Won bid to produce, shoot & edit a 48-hour turn-around sales training video for Verizon.
  - Sourced & hired 2nd Camera Op & Motion Graphics Artist to assist on the project.
- + Served as Lead Video Editor on an influencer-driven social media campaign to spread brand awareness for European Wax Center.
- + Partnered with Red Bull's internal Marketing team to edit video explainers for social media sharing, specifically promoting sponsored athletes on Facebook.
- + Cinematically lit & filmed the dismantling of the \$20 million, 1966 LeMans-winning Ford GT40 for a restoration documentary series.
  - Oversaw digital asset management from start to finish, guaranteeing clients and crew members had easy and organized access to all files.

### Senior Video & Operations Manager | Konig American

2020 - 2022

- + Managed the entire video production process for Konig's Youtube channel, ensuring all deliverables aligned with the overarching creative strategy.
- + Developed ideas, supervised execution, and QCed final deliverables for weekly distribution.
- + Liaised B2B partnerships & video marketing collaborations between Konig, influencers, and industry leaders.
- + Trained & mentored Junior Videographers & Editors on filming techniques and Premiere Pro.

### Production Supervisor | The/DRIVE

2019 - 2020

- + Acted as the sole Content Creator & Production Supervisor for one of the largest automotive Youtube channels.
- + Produced, directed & edited a journalistic human interest piece on a Tesla-swapped BMW, garnering over 1 Million+ views to date.
- + Planned on-the-fly, under-budget video shoots used for web articles & social platforms.
- + Managed and maintained in-house equipment to prevent production interruptions.

### Video Producer | Gawker/Gizmodo Media

2015 - 2017

- + Ideated, pitched, produced, shot, edited, animated, and color graded social-first video content for scheduled distribution.
- + Conceptualized, directed & edited 'David Dissects,' an informational, 6-part video series which educated viewers on the functions of OEM car parts.
  - Served as the main liaison between Head of Video & Editor-in-Chief to ensure all content aligned with the creative strategy and brand vision.
- + Created a video guide for 'ballot selfies' during the 2016 election, which was shared on all 7 affiliate sites (Gawker, Gizmodo, Kotaku, Jalopnik, Deadspin, Lifehacker & Jezebel).

## Software

- + Adobe Premiere Pro
- + After Effects
- + Media Encoder
- + Photoshop
- + Lightroom
- + Vimeo
- + Frame.io

## Cameras/Workflows

- + RED
- + Canon
  - C-Series
  - 7/6/5D-Series
- + Sony
  - FS7/100/700
  - A7S/R-Series
  - A6300/6500
- + Blackmagic
- + GoPro
- + FilmicPro

## Skills

- + Lighting Design
- + Motion Graphics
- + Color Grading
- + Audio Mixing
- + DIT
- + Budget Management
- + Creative Writing

## Side Hustle

+ I'm the Co-Founder of The Curb Cut - a New York City based media outlet dedicated to showcasing the ingenuity, resourcefulness, and matchless passion of the metropolitan car enthusiast.

## Education

Syracuse University S.I. Newhouse School of Public Communications  
B.A. in Television, Radio & Film

2008