



CODY MENNENOH

Editor / Producer / Director

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SUMMARY

Video editor and motion graphics artist with 10+ years of experience in producing, editing videos, and designing graphics for television, digital, and social media. Managed end to end production of videos ensuring the highest levels of quality, on time delivery, and client satisfaction. Proven ability to handle multiple projects and tight deadlines under pressure.

EXPERIENCE

GoHealth Video Editor 2020 - 2022

- Edited, produced and directed 40+ high-performing videos per year for both TV and digital channels.
- Edited ads for TV campaigns that spent over \$2 million per day at its peak.
- Produced multiple iterations of videos in order to A/B test various hypotheses, which resulted in a \$3.3M increase in revenue.
- Coordinated voice over recording and graphics iterations with freelance crews.
- Tracked and organized projects via Jira kanban board.
- Delivered and organized final assets via Vimeo.

Freelance Editor/Producer/Director 2018 - 2020

- Collaborate with clients and internal teams to develop scripts for commercials that drive traffic and increase sales.
- Shoot, direct, edit and produce motion graphics for marketing videos. Averaged 30% increase in viewers per video, by creating a short-form, high-quality narrative with a strong call to action.
- Develop scripts, storyboards, and define project scope necessary for production remaining on strategy, reflecting brand personality and marketing strategy.
- Completed up to 15 projects a month as a Director, Producer and Editor.
- Operate TriCaster switcher and direct 4 camera live stream with over 3,000 views per week.
- Ensure proper delivery of final videos via web platform, or CMS (YouTube, Vimeo, Instagram).

Collegis Education Editor/Producer 2016 - 2018

- Direct talent for 12 scripts per day during production blocks by providing clear and concise directions and using strict time management.
- Edit motion graphics for over 200 videos with a 99.9% client satisfaction rate by aligning with client guidelines and content strategy.
- Create and update templates for recurring projects, which saved 30+ hours per month.
- Manage post production workflow for 20 - 40 courses per semester, leading a team of 3 editors.
- Deliver and manage over 400 videos via Kaltura and Vimeo media platforms.
- On-boarded and trained 5 new team members and contractors.

Illinois Legal Aid Online Multimedia Content Producer 2011 - 2015

- Conceptualized, produced, and edited over 20 educational and documentary style video projects per year.
- Developed scripts, storyboards and graphics necessary for production, increasing the output by over 60%, by using the available resources.
- Produced, directed and edited video projects, adhering to timelines and budgets.
- Created a project management system, facilitating communication with stakeholders and tracking projects to assure projects stay within scope.
- Increased accuracy of all legal content by 80% by collaborating with subject matter experts to write, edit, and proof all content.
- Used graphic design and photography to advertise projects and organization.
- Track analytics to understand audience and better focus content

EDUCATION

Bachelor of Fine Arts in Digital Cinema

Northern Michigan University • Marquette, MI • 2004

SKILLS

Adobe Creative Suite, Davinci Resolve, Final Cut Pro, Cinema 4D, Logic, Audacity, TriCaster, Microsoft Office, Slack, Jira, Google Suite, Apple Pages, Apple Keynote, Mac & Windows Platforms

Adept in Production and Post Production Techniques, Visual Storytelling, 4K Cinema Cameras, DSLR & RAW Workflows, Video Codecs, Studio & Field Lighting Techniques, Multi-cam Filming & Editing, Motion Graphics & Animation, Rotoscoping, Compositing, Color Grading, Audio recording & Mixing, Music Creation, 3D Modeling, Graphic Design, Typography, Maintaining