

# WILLIAM LATERZA

## Producer | Videographer

MOBILE: 513-453-3693

Email: LaterzaWilliam@gmail.com

Website: www.williamlaterza.net

Linkedin: /WILLIAMLATERZA

## NOTABLE CLIENTS

- Rashan Gary (NFL Athlete)
- Coach BTJordan (Coach)
- Jason Preston (NBA Athlete)
- Cincinnati Bengals
- NCAA (VB champs & WBB final four)
- Harley Davidson
- University of Kentucky
- Allied Construction Industries
- Demontre Tuggle (NFL Athlete)
- Trevon Diggs (NFL Athlete)
- Air Force Academy Football
- Arkansas Razorbacks Football
- Cambiar Catalyst
- Reliant Rehab
- Toledo Rockets Football

## SOFTWARE

- Adobe Premiere Pro
- Davinci Resolve
- Adobe After Effects
- Adobe Photoshop
- Adobe Lightroom
- Adobe Audition
- Microsoft Word
- Microsoft Excel

## EQUIPMENT

- Sony FX6
- Sony A7 III Rig (personal)
- Black Magic Ursa Mini Pro
- Black Magic Pocket Cinema 6k
- Ronin S Gimbal
- Sennheiser Wireless Lav mics

## STATS (AS OF JAN 2022)

- 38+ Million Views
- 3.8+ Million likes
- 10k+ Shares
- 48k+ Comments

## EXPERIENCE



### NATIONAL FOOTBALL LEAGUE

#### Live Content Correspondent / September 2022 - Present

- Filming short game highlights for the NFL & Club social media accounts within minutes after the play.
- Producing lifestyle, gaming, and community event pieces for NFL Social media.
- Logging footage to NFL archive



### NCAA

#### Freelance Videographer/Social Video / December 2021 - Present

- Filmed and produced short video content, promotional material, and highlights covering the NCAA Division 1 Women's Volleyball tournament and Women's March Madness for @NCAAvolleyball and @MarchmadnessWBB, and @NCAAFCS



### KELLY SERVICES/SOUTHERN METHODIST UNIVERSITY FOOTBALL

#### Director of Creative Video / May 2022 - August 2022

- Responsible for 32% increase in engagements on Instagram and Facebook video content compared to July 2021- April 2022.
- Assisted in 9% follower increase on Instagram and 8.5% increase on Twitter.
- Helped establish branding identity, video content schedule, and responsible for content team of 5 interns.



### OHIO UNIVERSITY - FOOTBALL TEAM

#### Director of Video Productions / June 2021 - April 2022

- Responsible for 33% follower increase on Instagram from June 2021-April 2022
- Responsible for over 200% increase on engagements for video content on all social media platforms compared to 2019 and 2020 seasons combined from June 2021-April 2022
- Creating a content schedule and responsible for a small creative team
- Expanded content team from one intern to five interns
- Established digital archive on OneDrive, colored and logged footage
- Was an editor/videographer intern since 2018 before being promoted



### BALTIMORE ORIOLES

#### Videographer Intern / June 2021 - August 2021

- Filming game highlights and pre/post-game activities, fundraisers, and interviews.
- Editing game highlights, Moments from the MLB Draft, and MLB All star game for quick turnaround via Slack and Asana.
- Editing highlight videos and packages for players to post on their social media accounts.
- Producing videos packages for the video board to be played during games.
- Creating content to post on the team's social media accounts.



### THE OHIO STATE UNIVERSITY - OHIO STATE HOOPS

#### Creative Video Producer / October 2020 - May 2021

- Created content schedule and was responsible for a small creative team
- Conducted interviews for Big Ten Network's "The Journey"
- Directed various shoots, commercials, and promotional videos
- Filmed and edited game highlights, commercials, trailers, and interviews
- Traveled with team to away games and NCAA Tournament
- Logged and color graded footage for the archive
- Helped drive 30k+ followers on Instagram & 15k+ on Twitter
- Content reaching over 1.132 Million views, and 119.8k likes and shares
- Ranked #6 in NCAAM social media engagements in Feb. 2021 via Skullsparks

## EDUCATION

### OHIO UNIVERSITY/ AUGUST 2018 - MAY 2022

- Bachelors of Science in Journalism in E.W. Scripps School of Journalism
- Member of the National Society of Leadership and Success
- GPA 3.84

