

WILLIAM LATERZA

Creative Video Producer

EDUCATION

OHIO UNIVERSITY/ AUGUST 2018 - MAY 2022

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

EQUIPMENT

- ARRI Alexa 35
- RED Raptor S35
- RED Komodo X
- Zaxcom Wireless mic kits
- Black Magic Ursa 12k
- Sony FX6
- Black Magic Pocket Cinema 6k
- Ronin 4D Gimbal
- Freely Movi kit

SOFTWARE

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

AWARDS

- 2024 Ohio Valley Emmy's SPORTS STORY - SHORT OR LONG FORM CONTENT

CONTACT

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EXPERIENCE



CINCINNATI BENGALS

Producer / July 2023 - Present

- Showrunner for magazine-style TV show "Bengals Weekly".
- Directing and producing off-season documentary specials of "From The Jungle"
- Leading press conference streaming utilizing Vmix.
- Producing and editing campaign videos, like 2024: Season Spot, 2024 Schedule Release, Jungle Impact, Season Ticket Holder Waitlist, and 2023: White Bengal.
- Conducted player interviews for long-form features.
- Filming games at various positions including: ground highlights, sideline sound, concourse slash, Atmosphere, ground minutae, weasel, and Mic'd up.
- Assist the Gameday Entertainment and Social media team with content needs.
- Was a Production Assistant during 2023 Season before being promoted in Jan 2024.



NCAA

Freelance Videographer / December 2021 - April 2025

- Filmed and produced short video content, promotional material, and highlights during the NCAA 2021 Volleyball Champs, 2022, 2023, and 2025 Women's March Madness, 2023 Football Champs, 2023 and 2024 Track & Field Champs.



NATIONAL FOOTBALL LEAGUE

Live Content Correspondent / September 2022 - June 2023

- Filmed short game highlights for the NFL & Club social media accounts within minutes after the play.
- Produced lifestyle, gaming, and community event pieces for NFL Social media.



SOUTHERN METHODIST UNIVERSITY FOOTBALL/KELLY SERVICES

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 a videographer intern since 2018 before being promoted in 2021



BALTIMORE ORIOLES

Videographer Intern / June 2021 - August 2021

- Filmed game highlights and pre/post-game activities, fundraisers, and interviews.
- Edited game highlights, Moments from the MLB Draft, and MLB All star game for quick turnaround via Slack and Asana.
- Edited highlight videos and packages for players to post on their social media pages
- Produced videos packages for the video board to be played during games



THE OHIO STATE UNIVERSITY - OHIO STATE HOOPS

Creative Video Producer / October 2020 - May 2021

- 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
- Helped drive 30k+ followers on Instagram & 15k+ on Twitter
- Ranked #6 in NCAA social media engagements in Feb. 2021 via Skullsparks