

# WILLIAM LATERZA

## Producer | Cinematographer

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### PROFESSIONAL SKILLS

- Sports Cinematography
- Directing and Producing
- Color Grading
- Storytelling
- Live sports production
- Scriptwriting
- Logging Footage
- Social Media management & analysis
- Conducting Interviews
- Photography

### SOFTWARE

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

### EQUIPMENT

- Sony A7 III Rig (personal)
- Sony FS7
- Black Magic Pocket Cinema 6k
- Panasonic GH5
- Ronin S Gimbal
- DJI Phantom 4 drone
- Rode Videomic Pro
- Sennheiser Wireless Lav mics
- Dracast LED lights

### WEBSITE/PORTFOLIO



### EXPERIENCE



#### OHIO UNIVERSITY - FOOTBALL TEAM

##### Director of Video Productions / May 2021 - Present

- Creating a content schedule and responsible for a small creative team
- Directing various shoots and interviews
- Filming and editing game highlights, trailers, and interviews
- Traveling with the team to away games and events
- Logging and color grading footage for archive
- Producing individual player packages and NIL videos
- Was an editor/videographer 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 NCAA social media engagements in Feb. 2021 via Skullsparks



#### STORIED RIVALS SPORTS MEDIA

##### Cinematographer / August 2020 - October 2020

- Shot and archived high school football games and other content for Storied Rivals Sports Media's social media pages

### EDUCATION



#### OHIO UNIVERSITY/ CURRENT

- Bachelors of Science in Journalism in E.W. Scripps School of Journalism
- Expected graduation May 2022
- Member of the National Society of Leadership and Success
- GPA 3.84



#### HOOTSUITE ACADEMY

##### CERTIFIED SOCIAL MEDIA STRATEGIST / JUNE 2018

- Proficiency in tactical applications of social media and marketing, including social media strategy, community building, content marketing and social media advertising