

# WILLIAM LATERZA

## Producer | Cinematographer

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## NOTABLE CLIENTS

- Rashan Gary (NFL Athlete)
- Coach BTJordan (Coach)
- Jason Preston (NBA player)
- NCAA (VB champs & WBB final four)
- Harley Davidson
- University of Kentucky
- Cincinnati Bengals
- Allied Construction Industries

## SOFTWARE

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

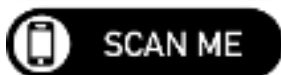
## EQUIPMENT

- Sony FX6
- Sony A7 III Rig (personal)
- Sony FS7
- Black Magic Pocket Cinema 6k
- Ronin S Gimbal
- Sennheiser Wireless Lav mics

## STATS (AS OF MAY 2022)

- 2.9+ Million Views
- 407k+ likes
- 6k+ Shares
- 3k+ Comments

## WEBSITE/PORTFOLIO



## EXPERIENCE



### SOUTHERN METHODIST UNIVERSITY FOOTBALL

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

- Responsible for 23% increase in engagements on Instagram and Facebook video content compared to July 2021- April 2022
- Helped establish branding identity, video content schedule, and responsible for content team of 5 interns and hiring associate director



### NCAA

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

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



### 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
- Producing individual player packages and NIL videos
- Was an editor/videographer intern since 2018 before being promoted



### CINCINNATI BENGALS

#### Freelance Grip / January 15th 2022

- Grippped for Bengals Producer Luke Johnson during the AFC Wild Card game between the Bengals and the Raiders. Helped move the camera rig across the field, carried and upkept additional equipment.



### 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 NCAAAM 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

