**MELISSA HENDERSON**

Portland, OR | (503) 380-3695 | hendersonhenders@gmail.com | [Portfolio](https://www.meliehenderson.com/)

**Senior Video Editor**

A masterful, multi-talented creative storyteller with proven record of success providing video editing and production services for top organizations and brands. Passionate about delivering high-quality results, and effective in collaborating with clients to realize objectives on time and within budget. Well-versed technical professional with expert-level capabilities utilizing the most current video editing tools and technologies. Able to mentor younger editors’ assistants and delegate tasks well within projects. Strong communication skills with creative partners is a priority and always game to work with team members to get the job done.

CLIENT LIST: **Nike, Adidas, Columbia Sportswear, Gatorade, Sonos, EA Sports • ESPN (X Games & NBA Finals), Fox Sports, NBC, USA Network • Bissell, Oregon Lottery, Regence Health and Sofi**

**Core Competencies**

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| * Editorial Content & Composition
* VFX Artistry
* Pre & Post Production
* Digital QA
 | * Storyboarding & Wireframes
* Motion & Graphics Design
* Sound Editing & Mixing
* End-to-End Project Management
* Storytelling
 | * Leadership
* Keying & Color Correction
* Technical Troubleshooting
* Creative Direction
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**Creative Tools, Technologies & Platforms**

Adobe Premiere Pro**|** Avid Media Composer | Final Cut | Adobe Photoshop | Adobe After Effects | Encoder | Social Media Platforms | Color | Microsoft Word| Excel | Box | Google Docs

**Professional Experience**

**FREELANCE VIDEO EDITOR & PRODUCER,** Los Angeles, CA / Portland, OR, 2000-Present

Provide end-to-end video production and editing services that drive digital marketing initiatives, campaigns, and awareness for high-value brands, products, programs, and projects. Responsibilities include assembling footage into rough, fine, and final cuts while maintaining professional standards; integrating music, dialogue, graphics, visual effects, and sound to enhance video quality; implementing revision notes from department leads and project partners; performing color correction and sound support as needed; quality checking videos and related deliverables to ensure assets meet standards and specs, and are ready for upload and archival; tracking time daily, ensuring on-time post-production schedule; and troubleshooting and proactively communicating any issues that might impact quality or progress.

**Brand**

Provide video editing, motion graphic design, effects, and audio services including editing for social media Ad campaigns; designing, editing, and compositing motion graphics; and collaborating with creative and commercial directors.

*Notable Work:*

* 20 years’ experience as **Senior Video Editor for Nike Brand Media**, editing engaging videos across all product categories for social media, broadcasting, and retail campaigns.
* Composed **and provided creative editorial for multiple creative agencies** developing storyboards, editorial content, and composition for brands like **Adidas**, **Columbia Sportswear** and **Gatorade**. Proactively produced and created media for retail, web and social media outputs for You tube, Instagram, Twitter and Facebook.
* Led social media campaign for **Why Sonos** in collaboration with agency Instrument; finalized campaign and project-managed multiple channels for Instagram, Facebook and YouTube.
* Lead freelance editor of record with agency, R2C Group, for **Bissell, Mercari, Curiosity Stream and Sofi**; provided strong leadership, creative diligence, and proficiency to deliver on time and within budget.

**Broadcast**

Creative editor for television programming and advertising campaigns.

*Notable Work:*

* Collaborated with team of four editors on **one-hour show for NBC, *Last Comic Standing***, logging, storyboarding, and composing narrative structure.
* Acted as Lead Editor of **in-game promotions for ESPN,** traveling to onsite production for ***X Games*** and ***NBA Finals***.
* Served as Primary Editor for **USA Network’s 1-hour lifestyle and outdoor activity program** called, ***Core Culture***, that featured extreme board sports, music, and travel.
* Was primary editorial support for **30-minute Fox Sports Network show**, ***Board Wild***, highlighting board sports in fun locations.
* Edited highly successful content **for Adidas broadcast campaign “Take Today”** featuring *Damian Lillard* and *Lionel Messi*, in collaboration with **Sockeye Creative**.
* Created **three commercials** for ***Oregon Lottery***, including 60-second and 30-second spots for 30th anniversary celebration.

**Film**

Provide 1st and 2nd level editing support for award-winning documentaries, short films, and music videos.

*Notable Work:*

* Edited **documentary feature**, “We Grew Wings”.
* Served as Second Editor on **Short film**, “Oaks” documenting relationship between Oaks Park and composer, Ethan Rose. **Grand Jury Sparky Award winner** for Best Documentary Short - directed by Charles Wittenmeier.
* Edited **short 35mm film**, “The End Of The World As We Know It”, shown at **Sundance Film Festival** (directed by Courtney Taylor of The Dandy Warhols.)

**Formal Education**

**Bachelor of Arts in Cinema** | San Francisco State University, San Francisco, CA