

Layne McDonald

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Senior Video Editor

Highly creative and certified Editor with 15+ years' experience in video production and editing, from live events to large client videos.

Successful in collaborating with producers, directors, and clients to ensure a quality product and client satisfaction. Strong ability to also work independently, thinking creatively and going above and beyond to serve.

Areas of Emphasis

- Editing Variety of Projects
- Graphic Design
- Positive Client Relationships
- Distribution & Delivery
- Innovative & Driven
- Leadership & Collaboration
- Audio Engineering & Recording
- Written & Oral Communication
- Organizing & Prioritizing Projects
- Certification in Adobe, Avid, & Apple Products

Professional Experience

LM Productions – Memphis, TN

Film & TV Producer/Director/Senior Editor, February 2013 to Currently

Began as a Producer and Editor, took over as Director and Senior Editor after all other staff left.

Produced, shot and edited news television shows, and commercials for company products and sponsors. Created graphics and assisted with ideas for programming.

Selected Achievements:

- Connected with television networks in niche market to get a client's television show on their stations and used station contacts to reach new viewers, increasing the show's new viewership by 20 million.
- Produced three feature films, "Coming Home," "Makin' It LA," and "The Shrine of the Most Blessed Sacrament," which included writing, shooting, casting, editing.
- Built a national brand that broadcasts to more than 60 million homes through use of social marketing, digital media, phone and television station client relationships, and advertising.

Dean Film – Memphis, TN

Director of Post-Production, February 2012 - February 2013

Started as Senior Editor producing commercials, documentaries, music videos, and television shows. Acted as Audio Engineer and Audio Recordist on film shoots, and Server Technician.

Collaborated with the producer on editing procedures, distribution, and dates. Met client demands in a timely fashion.

Selected Achievements:

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- Copied and back up media for national brand commercials, with clients including Taylor Swift and the television show *Nashville*.
- Built a state-of the-art back-up system for client videos.

Bitmax – Hollywood, CA

Editor, May 2010 to February 2012

Senior Editor for nationally-known musicians, television shows, and filmmakers; edited and prepped music videos for distribution on television and online brands.

Selected Achievements:

- Collaborated with clients on final edits for music videos distributing to MTV, BET, and VH-1.
- Maintained positive relations with high-profile clients from Universal Music and Warner Brothers Music, and managed production on tight schedule.

United for Life Foundation – Birmingham, AL

Media Director, June 2005 to July 2008

Managed shows that focused on life issues and solutions for families in needs, single parents, and the abused.

Assisted in building brand and maintaining two television shows with 20 episodes total. Edited videos for the founder, ensuring production quality for live events, and producing short films. Responded to emails and calls from viewers, giving support to families and individuals in need.

Selected Achievements:

- Founded media wing and produced two television shows, including a talk show and a music television show for young adults.
- Generated production and post-production workflow for short films, assisting in marketing and advertising them to television and radio clients.

Educational Background

Associate of Arts in Film, The Los Angeles Film School, Los Angeles, CA

Associate of Arts in Film & Video, Art Institute of Atlanta, Atlanta, GA

Technical Proficiency

Tools: Certified in Adobe Products (Photoshop, Premiere, After Effects); Microsoft Office Suite; Encoder; Final Cut Pro; Avid; ENG cameras

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