

JOHN DEPETRO

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VIDEO EDITOR / PRODUCER

Incredibly fast and precise editor and master storyteller who creates dynamic and engaging content that results in consistent viewer growth

PROFILE

Expert video editor and producer skilled in developing and editing content from 30-second news hits to four-hour live events for businesses, including Sports Illustrated. Create memorable content for various mediums, including on-demand services, high-volume websites, and multiple social media channels. Manage producers, associate producers, shooters, and editors while hiring freelancers, balancing stringent budgets, and leading large production crews. Accomplish any task at an expert level.

Areas of Expertise:

**Editing | Producing | Writing | Cinematography | Adobe Creative Cloud
Adobe Premiere Pro | Adobe After Effects | Final Cut Pro**

PROFESSIONAL EXPERIENCE

EQUINOX MEDIA

2019 - Present

Video Editor

Editing long-form and short-form exercise videos and sizzle reels for million-dollar exercise franchise.

- Developed the look, feel, and style for various fitness classes on Equinox Media's fitness app.
- Responsible for delivering multiple finished videos daily under a tight schedule while ensuring premium quality content.

SPORTS ILLUSTRATED, New York, NY

2010 – 2019

Editor / Producer

Founding member of Sports Illustrated's Emmy Award winning video department that logged an audience of millions of unique views per month while setting the bar for all video content for Time Inc. and Meredith Corp. Hired freelancers, managed budgets, and oversaw production process on multiple projects from start to finish.

- Developed production projects from initial concept through delivery, including scripting, shooting, and editing content while staying below budget and achieving high quality content and business goals.
- Managed and scheduled associate producers and production assistants in their daily tasks, ensuring project deliverables were filed on deadline.

TV Showrunner

Developed, managed, and delegated daily tasks in all aspects of production for team of associate producers for weekly football program, *The MMQB TV*. Supervised associate producers in building graphics, pitched segment ideas, and executed all post-production needs.

- Crafted segments based on the NFL news of the week, resulting in more than 100,000 views per week.

- Prepared and wrote unique anchor scripts that entertained audiences and saw month-over-month growth in viewership while ensuring content was accurate and objective and maintaining high quality on finished product.

Video Features Editor / Producer

Created documentary-style content and oversaw all pre-production and post-production.

- Won the Henry Luce Award for Best Blog for exceptional work in leading both short-form and long-form video features while managing small and large-scale production crews.
- Established short-form content, including *The Film Room*, *This American Football Life*, and *Football in America* with limited financial resources while still exceeding high-scale product expectations.
- Spearheaded SI's tentpole series *24 Hours With*, *Where Are They Now*, and *Sportsperson of the Year*.

Video News Editor / Producer

Shaped editorial news video content and maintained production standards while overseeing the shooting and editing processes. Produced and wrote breaking news pieces for *SI Now*, *SI Wire*, *The Daily Cut*, and *TheMMQB.com* seen by thousands of viewers daily.

- Planned daily news content ranging from 30-second hits to full, in-depth and analytical pieces, ensuring fair, balanced, and accurate viewpoints were conveyed to audiences.
- Established a quick, efficient workflow, ensuring the execution and production of multiple high-quality videos per day.

Live Video Editor / Producer

Revamped look and feel of Sports Illustrated's live programming.

- Led production of major in-studio event, *The NFL Draft Live*, which was seen by over a million viewers.
- Created live and engaging content across social media platforms, including Periscope, Facebook Live, and YouTube, bringing in thousands of new viewers.

Other Content Creator

Learned and mastered other aspects of content creation in addition to producing video.

- Created, produced, and hosted Sports Illustrated NFL podcast that brought in over 50,000 listeners.
- Anchored on-camera daily news hits, wrote scripts, and interviewed guests, creating interesting, informative, and engaging content.
- Built social media content for Facebook, Twitter, Snapchat, and Instagram that achieved millions of views.
- Published photography in *Sports Illustrated* magazine, on *SI.com*, and on *TheMMQB.com* seen by millions of subscribers.

EDUCATION

Master of Arts, Video Journalism, Cuny Graduate School of Journalism, New York, NY

Bachelor's Degree, Journalism, College of Staten Island, Staten Island, NY

CREATIVE INTERESTS

Photography | Creative Writing | Drawing | Painting