

# AMANDA NALETTE

## 2D ANIMATOR + VIDEO EDITOR

### WORK EXPERIENCE

#### AMERICAN GREETINGS

2D Animator/Video Editor | 2021 - Present

- Elevates American Greetings internal and external video content by implementing high end 2D motion graphics and applying expert editing techniques
- Produces a high quantity of high-quality motion graphic and video content for multiple brands within American Greetings for distribution across multiple digital platforms
- Builds upon existing brand guidelines to create elevated content
- Works cross-departmentally to ensure video best practices are being followed
- Communicates Creative Direction and strategy to clients and other brands within American Greetings
- Acts as Director, Videographer, Grip, and Client Relations on set when needed

#### KAULIG MEDIA

Creative Director/2D Animator/Video Editor | 2019 - 2021

- Creative Director and Post-Production Manager for the Video Department
- Managed producers by assigning and overseeing editing schedules, ensuring deadlines were met, and reviewing and giving approval for all videos created by the Video Department
- Delivered a high volume of high-end videos as the lead video editor and animator for the Video Department
- Altered creative strategies in 2020 to provide over \$750,000 worth of value to our internal and external brands
- Communicated Creative Direction and strategy to clients and other brands within Kaulig Media
- Created and implemented the file structure utilized by the entire video team
- Worked with our ever-evolving video team to refine and develop skillsets
- Acted as Director, Videographer, Grip, and Client Relations on set when needed

#### WKYC-TV

Multi-Media Marketing Producer | October 2018 - March 2019

- Wrote, produced, shot, edited, and animated news topical, image, and commercial spots
- Created high end animation pieces to be used in pitches by the sales team
- Communicated with clients to convey creative direction and finalized logistics of video shoots
- Worked under pressure to deliver high end video deliverables in a fast-paced environment
- Created graphic design elements for live productions and social media

#### PRITT ENTERTAINMENT GROUP

Producer/2D Animator/Video Editor | October 2013 - October 2018

- Created 2D animations including intros, outro's, lower thirds, and special effects for a wide variety of projects including live sports production, intro videos for professional sports teams, corporate video, social media, and broadcast.
- Developed concepts used for video styles such as documentary, commercial campaigns, and social media.
- Edited a high volume of video projects in varying styles while executing color correction, sound sign, and motion graphics for all.
- Acted as Director, Videographer, Grip, and Client Relations on set when needed.
- Recognized with multiple awards for creating high-end video storytelling pieces.

### AWARDS

#### AAFA GOLD ADDY – ANIMATION AND SPECIAL EFFECTS

Pritt Entertainment Group – "Vegas Golden Knights – Intro Video" - 2018

- Video Editor/Animator

#### AAFA GOLD ADDY – SOUND DESIGN

Pritt Entertainment Group – "Vegas Golden Knights – Intro Video" – 2018

- Video Editor/Animator

#### AAFA SILVER ADDY

Pritt Entertainment Group – "Q Transformation Video" - 2017

- Producer/Video Editor/Animator

### CONTACT

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### PORTFOLIO

- 🌐 [amandanalette-video.com](http://amandanalette-video.com)

### EDUCATION

#### BACHELOR OF ARTS: MASS MEDIA COMMUNICATION

MINOR: PSYCHOLOGY

The University of Akron | 2009 - 2013

### SKILLS

PREMIERE PRO  
AFTER EFFECTS  
PHOTOSHOP  
INDESIGN  
ILLUSTRATOR  
AUDITION  
PRODUCTION  
CREATIVE CONCEPTING  
MANAGEMENT