

# Kenneth Pratt

Los Angeles, CA 90045   kennypratt22@gmail.com   (704) 232-8042  
<https://www.linkedin.com/in/kennyprattvideo/>  
<https://kennypratt.art>

## EDUCATION

### Loyola Marymount University

Los Angeles, CA  
Dec 2025

*Bachelor of Business Administration Candidate, Marketing*

GPA: 3.9/4.0

Relevant Coursework: New World of Branding & Advertising, Customer Insights, Full Funnel Marketing

## EXPERIENCE

### Creative Producer, *Freelance*

Los Angeles, CA  
Aug 2019 – Present

- Directed and produced 50+ branded videos for fashion, lifestyle, and commercial clients, achieving 20% average increase in social engagement
- Led end-to-end production from creative concepting through shoot execution, post-production, and digital distribution
- Integrated generative AI tools (Gemini, GPT-5, ElevenLabs) into workflow for concept development and pre-production

### Creative Producer, *4<sup>th</sup> Wall Exhibition*

Los Angeles, CA  
Sep 2025 – Nov 2025

- Produced immersive art exhibition featuring film, photography, installations, and interactive design
- Directed social media campaign generating 100,000+ views and drove 400+ attendees over 11-day exhibition run
- Oversaw concept development, artist coordination, fundraising, venue logistics, and promotional content creation
- Developed interactive installations components, including a participatory fashion piece with 50+ community contributors

### Content & Community Lead, *Bloom*

Los Angeles, CA  
Sep 2025 – Nov 2025

- Curated daily content and posting strategy for Instagram platform spotlighting high-quality commercial production work
- Collaborated with founders to develop tone, design guidelines, and editorial direction for Bloom Picks series
- Analyzed competitor accounts and developed strategy positioning page as a resource for production teams
- Researched and sourced high-quality commercial work from directors and cinematographers, securing permission for feature placement

### Post-Production Intern, *Media Res Studio*

Los Angeles, CA  
Sep 2024 – Nov 2024

- Shortlisted 100+ post-production crew candidates and provided hiring recommendations to Head of Post-Production based on style compatibility
- Built production calendar system in Google Sheets enabling real-time schedule updates across post-production pipeline
- Analyzed multiple VFX vendors to recommend best-fit partner based on creative style, capacity, and project requirements
- Logged, tracked, and organized LTO tape archive for episodic content using Airtable

### Entertainment Advertising Intern, *Revolve Agency*

Remote  
May 2024 – August 2024

- Edited 5+ original TV spots and trailers (:15, :30, :60) using Adobe Premiere Pro for entertainment campaigns
- Developed spots from script to final edit including copywriting, music selection, sound design, and dialogue syncing
- Organized ongoing Premiere Pro projects including media ingestion, encoding, format resizing, and advanced editorial techniques

### Social Production Intern, *SVGE Magazine*

Remote  
Jan 2021 – June 2021

- Coordinated between producers, creative directors, and editors to finalize commercial and editorial video deliverables
- Produced social-first video content rooted in brand storytelling, generating measurable audience engagement
- Managed media workflows including asset ingestion, encoding, and optimization for multi-platform distribution

## SKILLS

- Production:** Adobe Premiere Pro, DaVinci Resolve, Adobe Lightroom, Frame.io, Blender, TouchDesigner, Sony alpha series cameras, Canva
- Gen AI:** ChatGPT, Midjourney, ElevenLabs, Claude, Nano Banana
- Project Management:** Asana, Airtable, Google Suite, Microsoft Excel, Quip, Slack, Milanote, Adobe Experience Manager
- Specialties:** Editorial video, Social-first content, Installations, Projections, Copywriting, Sound design