Benjamin P. Hayes

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Summary

Video editor, motion designer, and videographer with 5+ years of experience creating social-first and branded content in the activewear and sports space, including 4 years leading content production at Rhoback. Works closely with creative teams to bring concepts to life, crafting videos that feel authentic, dynamic, and true to the brand's voice. Skilled in on set production, editing, and motion graphics, with a strong sense of pacing, composition, and storytelling that engages active lifestyle audiences. Experienced at managing multiple projects in fast-paced environments while keeping media organized and polished across platforms. Collaborative, hands-on, and passionate about producing content that inspires movement, community, and connection.

Experience

Rhoback Charlottesville, VA

Senior Videographer & Video Editor (Creative Content Producer) February 2023 – Present

Videographer & Video Editor (Creative Content Producer) June 2022 – February 2023

- Collaborate closely with Rhoback's Creative Director, Head of Video, and Founders to shape creative strategy and execute high-impact brand campaigns
- Lead full-cycle video production, from concept development to shoot execution, editing, and final delivery, across social-first content, NIL athlete campaigns, and broadcast
- Direct on-set video shoots, managing talent, athletes, and crew to ensure smooth, high-quality production
- Operate Sony camera systems, lighting set-ups, and audio gear to capture compelling visuals aligned with brand identity
- Edit branded content, incorporating graphics, animation, and visual effects to elevate storytelling, optimized for multiple platforms including paid media, organic social, and e-commerce
- Manage multiple concurrent video projects in a fast-paced environment, ensuring timely delivery without compromising quality
- Deliver final assets tailored to each platform's requirements, ensuring all content meets technical specifications and campaign goals

KEY ACHIEVEMENTS:

- Directed and delivered NIL athlete partnership and campaign spots with measurable reach across broadcast and social platforms
- Drove Instagram audience growth from ~100K → 365K+ through a refined, organic social-first content strategy
- Directed viral short-form content featured by ESPN and House of Highlights, elevating brand visibility and engagement

Brown University Athletics Providence, RI

Student Videographer February 2019 – June 2022

- Shot and edited social and promotional video for varsity teams including game-day highlights, promos, and short-form content
- Managed fast turnarounds and delivered content for social, web, and in-facility screens

Tagg App Palo Alto, CA
Creative Design and Production Intern October 2020 – June 2022

- Engineer creative solutions through a variety of media including UI/UX design, animation, and editing to be used in all aspects of the app (including but not limited to in-app videos, videos showing off new features and updates, website graphics, etc.)
- Core team role in the re-brand and re-design of entire app

Education

Brown University
Bachelor of Science in Computer Science and Economics Awarded Spring 2022

Achievements

2022 Cliff Stevenson Award, *Brown University*
Presented to the Brown University varsity athlete who best exemplifies boundless enthusiasm, indomitable spirit, and devotion to the quality of life at Brown and the surrounding community

NCAA Division 1 Varsity Athlete, *Brown University*
Men's Swim and Dive September 2018 – March 2022
Team Captain, 3x CSCAA Scholar All-American, and USA Swimming Olympic Trials Qualifier

Skills

Capture & Production: Sony camera systems, on-set lighting, audio; run-and-gun and multi-camera shoots
Editing & Post: Adobe Premiere Pro, After Effects; efficient media management for fast turnarounds, color grading, sound design
Social & Strategy: Deep familiarity with social formats, audience behaviors, and performance needs; experience repurposing assets to tailor content
Working Style: Clear communicator who shares progress, challenges, timelines; comfortable taking and applying feedback from team members