

RO V. BROOKS

(they/them)

Video Editor & Multimedia Artist



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PROFILE

Ro is a video editor and multidisciplinary storyteller dedicated to exploring the intersections of identity, politics, and design.

EXPERIENCE

LEAD VIDEO EDITOR

SBDigital | Washington, DC | JAN 2022 - Present

- Collaborate with the Director of Video production to create digital ads and mini documentaries for clients ranging from local level candidates to large organizations such as Planned Parenthood and Black Futures Labs
- Research and develop original ad concepts that adhere to a variety of brand guidelines while adhering to shoestring campaign budgets
- Coordinate with freelancers to ensure proper asset delivery for projects
- Prepare digital ads for television distribution based on guidelines for proper project specs
- Oversee asset and file management for archival purposes

MOTION & GRAPHIC DESIGNER

SBDigital | Washington, DC | FEB 2018 - DEC 2021

- Developed original ad concepts based on polling data for national, state, and municipal political ad campaigns
- Wrote video scripts and copy for projects reaching up to 5 million constituents across a variety of digital platforms
- Facilitated the use of accessible and inclusive designs for design and ad teams based on ADA guidelines for web
- Assist design team colleagues and fellows with drafting ad concepts, including researching design industry trends

VIDEOGRAPHY & MULTIMEDIA ASSISTANT

GU Center for Contemporary Arab Studies | Washington, DC | JAN 2016 - DEC 2017

- Oversaw video, digital, and print projects from pre-production through post-production, including a series of informative videos for prospective graduate students.
- Filmed, edited, and prepared footage for streaming from weekly educational events as well as regionally-focused seminars.
- Assisted with website migration, branding, and social media development

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SELECTED FREELANCE WORK

SEASON KEY ART DESIGNER

Woolly Mammoth Theatre Company | Washington, DC | 2022 -2023

- Develop original posters for Woolly's 2022-2023 season based on themes from each play
- Prepare assets for print and digital delivery, with re-designability for marketing in mind

PODCAST EDITOR

Taxpayers Against Fraud Education Fund | Washington, DC | NOV 2020 - Present

- Process audio and edit episodic podcast *Fraud In America* for clarity and content
- Prepare episodes for delivery on Youtube and audio-based streaming platforms
- Coordinate editing schedules and invoicing with podcast producers

GRAPHIC DESIGNER

The Lo Down Radio Show | Virtual | June 2022

- Produce multiple sizes of promotional graphics for new radio show airing on WDRB Media.

ENVIRONMENTAL DESIGNER

CJ Linton | Washington, DC | March 2022

- Create bespoke logos, advertisements, and product designs for an immersive murder mystery LARP based on world building and characters written by CJ Linton

ASSISTANT CROSS COUNTRY COACH

Edmund Burke School | 2017 - 2021

- Build relationships with student athletes, coaching staff, and parents
- Set goals for student athletes surrounding their performance over the course of the season based on their training progress in practices that prioritized their health and well-being
- Complete and keep up to date relevant safety certifications including concussion protocol, CPR, and first aid

AWARDS

- Reed Award (Winner, 2023) - ' *Devin's Story* ' - Best Online Video for Public Affairs Campaign or Issue Advocacy - Public Health
- AAPC Pollie Award (Bronze Winner, 2023) - ' *Vaccine* ' - Digital, Public Affairs, Issue Advocacy
- Reed Award (Nominee, 2022) - ' *Vaccine* ' - Best Online Video for Public Affairs Campaign or Issue Advocacy - Public Health

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SKILLS

- Video Production
- 2D Animation
- Adobe Creative Suite
- Graphic Design
- Website Management
- Political Messaging
- Brand Management
- Javascript (beginner)
- Audio Editing
- Social Media Analytics
- Davinci Resolve
- Photography
- Video Scripting
- Ad copywriting
- Google Suite

VOLUNTEER WORK

CREATIVE COMMITTEE CHAIR

DC Roller Derby | 2018 - Present

- Create promotional materials including social media graphics and merchandise designs for local roller derby league
- Coordinate with other league chairs and leadership to produce content throughout the season
- Oversee rebranding process, including developing member and community feedback surveys and filing name change paperwork with DC governmental agencies

RELEVANT ACADEMIC WORK

- "Expressions Trip", "Motion Pro", and "Blender Workout" Courses; Motion Design School, 2022
- "Mastering Motion Design Principles" Course; Ben Mariott, 2021
- "Media Hegemony & Identity Construction" - Justice and Peace Studies Capstone paper exploring the effects that media ownership monopolies have on cultural understanding of social events, and "national" identity construction; Georgetown University, 2017
- "Diss Tracks : A Linguistic and Cultural History" - Documentary project exploring the hip-hop tradition of diss tracks, conceived for Linguistics coursework on the structure, significance, and history of African American English; Georgetown University, 2017

EDUCATION

GEORGETOWN UNIVERSITY

B.A. Linguistics | Sociolinguistics Concentration | 2017

GEORGETOWN UNIVERSITY

B.A. Justice and Peace Studies (JUPS) | Global Media & Human Rights Concentration | 2017