

Lou Acosta
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10/2021 – present
Disney Streaming
Studio Lead, Growth Marketing

- Partnered to manage and schedule extended motion design community across three brands in Disney Streaming’s performance and growth marketing landscape.
- Partnered with department leads, creative producers, project managers and stakeholders to manage studio and brand relationships, scale campaigns, and create project timelines to ensure delivery on all video creative campaigns to drive subscriptions.
- Creative producer on growth marketing campaigns and promotion for every major strategy teams across Disney Streaming
- Provided Oversight for video editorial and motion design staff by providing training and leadership necessary to achieve stated objectives in campaign and post-production workflows, freelance staffing costs and employee retention.

3/2020 – 10/2021
Disney Streaming
Senior Video Editor/ Producer, Marketing Creative

- Creative Video Editor/producer on performance marketing campaigns and promotion for Disney+ and ESPN+ streaming services.
- Content creator/producer of on-air/social media performance marketing to drive subscriber growth.
- Created, curated and implemented Disney Streaming post-production workflow and best practices for expanded Motion design staff.

11/13 – 10/19
Comcast / In Demand
Senior Video Editor/Producer, Creative On-Air/Marketing

- Award-winning creative editor, producer and copywriter on top tier marketing campaigns and promotion in addition to in-house marketing awareness pieces for partners, Multi System Operators and studios.
- Producer/director of press junket/media shoots and talent.
- Management and creative oversight over editorial and design staff by providing training and leadership necessary to achieve stated objectives in post-production workflow, freelance staffing costs and employee retention.
- Staffing and scheduling of contract video editors, motion designers and sound designers as well as the identifying of skill sets needed to staff for particular projects/campaigns.
- Coordinating workflows between editorial, audio post production and marketing departments.
- Tracking and management of post-production freelance budget line.

11/05 – 11/13

Comcast / In Demand Networks

Senior Video Editor/Manager of Post-Production

- Creative design and editorial of all broadcast, online and social video campaigns and promotion.
- Partnered with Sr.Creative Director, Marketing dept. and web/online design department to establish visual branding/messaging of on-air promotion and print campaigns for cable broadcast networks: *INHD, INHD2, MOJO* and *Howard Stern On Demand/HTV* services.
- Created network and cross channel promotion, overviews, longform of top tier on-air and blanket campaigns promoting *In Demand's* Video On Demand service.
- Coordination of post-production workflow to improve organization and efficiency.
- Management and oversight of in-house and contract editorial staff.
- Partnered with Sr. Director of Post Production and department heads on post plans and budgets.
- Produced voice-over recordings and additional sound design in Pro Tools Suite.
- Encoding and delivery of promos and video content for broadcast, online or social media platforms.

1/00-6/05 Video Editor, designer- Creative Group, Inc., New York, New York

- Lead creative video editor/designer for clientele based post-production facility servicing the content of various cable broadcast networks and film studios.

Freelance Experience:

10/19-2/20 Consulting Editor/Producer - Game Time, New York, NY

- Online and finishing editing on sizzle reels/pieces, concept and sales promos for E-Sports platform "Game Time" for investor awareness.

12/14-2/15 Video Editor/Producer – Camfisto, New York, NY

- Video/Promo Editing for local entertainment business brand marketing.

4/13-3/14 Video Editor/Producer – Box TV/Multi-Vision Media, New York, NY

- Video/Promo Editing for global independent sports/events provider.

8/05-11/05 Show Editor/Producer- Mass Comm TV, New York, NY

- Online Editing, finishing, graphic design, producing promos for PBS original consumer watchdog program "*The American Consumer.*"

9/05-10/05 Video Editor/Producer- NEP Productions/ESPN2 New York, NY

- Online Editing, graphic design for packages, roll-ins and promos for ESPN2 original sports magazine show "*Quite Frankly with Stephen A. Smith.*"

8/05-9/05 Promo Editor/ Producer- A&E Television Networks, New York, NY

- Editing, revising, versioning of A&E/The History Channel/Biography Channel promos/ original programming.

Skillset:

Adobe Suite CC (Adobe Premiere, After Effects)
Apple Final Cut
DaVinci Resolve
Avid
Airtable
Google Drive
Google Presentations
Box
Frame io
Aspera Connect
Cantemo Portal Media Asset Management system
Episode Engine encode systems
Black Magic Cinema Cameras

REFERENCES AVAILABLE UPON REQUEST
