

Rico Williams

Digital Content Creator | Video Editor | Motion Designer

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PROFESSIONAL SUMMARY

Creative and results-driven Digital Content Creator with over 8 years of experience in video editing, motion graphics, branded storytelling, and multimedia production. Adept at developing high-impact content for web, mobile, and social platforms using Adobe Creative Suite, DaVinci Resolve, Blender, and other industry tools. Proven ability to lead creative teams, collaborate cross-functionally, and align media strategies with business goals.

CORE COMPETENCIES

Video Production: Cinematography, Video Editing, Motion Graphics, Color Grading, Sound Design, Cinema Cameras, DSLRs, Mirrorless

Design & Animation: 2D/3D Animation, Visual Storytelling, Branded Content, Photography, Photo Editing

Tools & Software: Adobe Suite, Premiere Pro, After Effects, Figma, Photoshop, Illustrator, Lightroom, DaVinci Resolve, Blender, Frame.io,

Technical Skills: Python, Linux, Content Strategy, Multimedia Communications

9016 Media

Freelance Video Editor/Digital Content Creator (Remote/Onsite) — Royal Oak, MI — Feb 2016– Present

- Directed and edited raw high-quality docuseries, branded, and narrative videos.
- Developed shot lists, storyboards, and visual treatments tailored to client goals.
- Led end-to-end motion design projects, including editing, color grading, and VFX.
- Shot and edited The Charles H. Wright Museum's 313 day Campaign and The Malcolm X centennial Birthday campaign.
- Developed new branded video content and logo animation for technology company Choose2Rent.
- Delivered branded content across platforms, incorporating analytics-driven improvements.
- Captured and edited professional photography for events, portraits, and products.
- Advised clients on creative direction, brand identity, and video marketing best practices.
- Produced web video series and cinematic promos for small businesses and nonprofits.
- Built and maintained long-term client relationships with consistent content delivery.
- Managed remote creative teams and delegated editing tasks to meet production deadlines.
- Provided technical consultations on equipment, workflows, and platform distribution.

Rocket Mortgage

Video Content Creator Technology Communications (Hybrid) — Detroit, MI — Aug 2019 – Jul 2024

- Edited and produced branded video content for social media, digital ads, and internal campaigns.
- Created 2D and 3D animations for promotional materials and explainer videos using After Effects, Figma, and Blender.
- Shot and edited Rocket Mortgage's first AI driven product Rocket Logic Assistant that was shown externally
- Collaborated with technology, design, and marketing teams on demo and product videos.
- Developed post-production workflows and managed multiple projects simultaneously.
- Provided sound design and audio editing to enhance storytelling.
- Integrated brand guidelines into all creative assets to ensure visual consistency.
- Presented and pitched video concepts to leadership and stakeholders for campaign approval.
- Led video shoots and directed technology teams for production and post-production
- Analyzed audience engagement metrics to refine content strategy and boost performance.
- Designed internal training videos and executive communications for cross-departmental use.
- Implemented efficient post-production workflows to improve turnaround time by 30%.

EDUCATION

University of Phoenix Bachelor of Science in Information Technology /Multimedia Communications

CERTIFICATIONS

Google Cybersecurity Certificate (Play It Safe, Foundations, Tools of the Trade, Network Security)