

Rico Williams

Digital Content Creator | Video Editor | Motion Designer

Email: rico@konceptuall.com | Portfolio: ricowilliamsportfolio.com | Location: Remote/Hybrid | Number: 3134435221

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

General RV

Video Production Specialist (Hybrid/Onsite) — Wixom, MI — Sep 2025– Present

- Plan and produce video content by developing concepts, creating shot lists, and organizing all logistics for dealership-related shoots.
- Shoots high-quality video and photography of RVs, customers, events, and dealership activities using professional camera, lighting, and audio equipment.
- Edits and post-produce social first videos by refining footage, enhancing audio and color, and motion graphics for various digital platforms.
- Manages video content for marketing and social media to ensure brand consistency across websites, ads, virtual tours, and promotional campaigns.
- Supports dealership sales and customer engagement by producing videos that showcase inventory, highlight customer experiences, and explain RV features or services.
- Organizes and archives footage, maintains video libraries, and manages workflow to ensure projects are tracked and assets are easy to access.
- Works quickly and flexibly to meet fast-paced dealership needs, adapting to shifting priorities and tight deadlines.

Rocket Mortgage

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

- Edited and produced branded video content for social media, internal campaigns.
- Created 2D and 3D animations for promotional materials and explainer videos using After Effects, Figma, and Frame.io for collaborative review.
- Shot and edited Rocket Mortgage's first AI-driven product video for Rocket Logic Assistant, shared externally.
- Collaborated with technology, design, and marketing teams on SaaS explainer videos and product marketing content for new platform features.
- Wrote scripts for promotional videos, explainers, and internal training content in alignment with brand voice and campaign goals.
- Mixed audio, designed soundscapes, and integrated music/voiceovers to enhance tone and clarity.
- Worked with professional voiceover artists and utilized ElevenLabs for AI voiceover generation and editing.
- Integrated brand guidelines into all creative assets to ensure visual consistency.
- Designed internal training videos and executive communications for cross-departmental use.

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)
Google AI Essentials