AARON J. CARPENTER

Senior Video Editor | Promos, Brand & Non-Fiction

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SUMMARY

Senior video editor with 15+ years cutting promos, brand campaigns, broadcast spots and non-fiction series for Carvana, NFL Network, ABC, Game Show Network and Pop TV. ProMax Award winner whose Carvana series work includes an episode with 24M+ organic YouTube views. Builds stories from raw interview footage, handles high-volume versioning and finishing to broadcast specs, and uses generative AI to build production tools that turn multi-hour graphics requests into three-minute tasks.

CORE EXPERTISE

Promos, Trailers & Sizzles · Brand & Broadcast Spots (:15 / :30) · Non-Fiction & Interview-Driven Storytelling · High-Volume Versioning & Regional Tagging · Finishing & Delivery (Color, Audio, QC, Specs) · Motion Graphics & MOGRT Workflows · Livestream Production · AI-Assisted Workflows

Tools: Adobe Premiere Pro (Expert) · After Effects · Photoshop · DaVinci Resolve · Avid · Final Cut Pro · Claude

PROFESSIONAL EXPERIENCE

Director of Brand & Production | Aebly Media (startup news outlet, remote) Jun–Oct 2026

- Created and launched *Frequency*, the company's livestream and vodcast: format, run of show, segment research and fact-check guardrails for 90-minute panel shows on elections, policy and tech
- Built the brand's visual system, four animated logo concepts, and a multi-speaker livestream and podcast graphics package in 16:9 and 9:16
- Used generative AI (Claude) to build lower-third and social graphic generators, cutting turnaround from hours or days to about 3 minutes and letting non-designers produce on-brand assets

Senior Video Editor | Carvana 2021–2026

- Lead editor on broadcast, streaming, digital and social campaigns, including :15 and :30 spots, cutdowns and regional versions with tags, legal copy and end cards
- Story producer and editor for two interview-driven series, *Under the Hood* and *Pit Stops* (16 episodes); one episode reached **24M+ organic YouTube views** with no paid media
- Directed and edited executive video featuring CEO Ernie Garcia and senior leadership
- Produced recruitment and internal communications video for truck drivers, corporate staff and interns, strengthening Carvana's employer brand
- Mentored junior editors, raising team output quality and readiness for greater creative responsibility

Freelance Senior Preditor | Sony Cinevault / Pluto TV / CBS Distribution / MOD OP 2020–2021

- Led editorial and production of multi-platform campaigns supporting the launch of Sony's CINEVAULT channels
- Delivered award-season and commercial creative for Amazon, Adobe and Ernst & Young, including regional tags, legal copy and end-card versions

Preditor | Troika Mission Group 2018–2019

- Created trailers, sizzles and multi-network campaigns with creative directors and producers across a multi-project slate

Editor | NFL Network 2017–2018

- Edited fast-turnaround promos and highlight reels for *Total Access* and *Good Morning Football* under live, same-day deadlines

Director | Pop TV 2017

- Led editorial execution and brand consistency for on-air and digital network launch campaigns

Preditor | Game Show Network 2013–2017

- Directed camera crews on promo and creative marketing shoots
- Produced and edited a high volume of network promos, launches and rebrands, with regional tags, legal copy and end-card versions
- Recognized with a **ProMax Award** for excellence in promotional marketing creative

Writer / Producer | ABC Television 2012–2013

- Produced and edited network promos, launches and rebrands across broadcast and digital platforms

Earlier career: Fox Sports Net · ESPN · KCOP-TV Sports

Education: B.A., Sociology | Ithaca College