

# AMANDA PATTERSON

EDITOR / ANIMATOR

PATTYAMANDERSON@GMAIL.COM

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## EXPERIENCE

### EDITOR / ANIMATOR

2022 - PRESENT

#### UWG

- Full time Editor and Animator for broadcast and social media multicultural ads for UWG clients: *Ford, The Home Depot, Pernod Ricard, Heisman Trophy Trust, TD Bank, and the National Pork Board.*
- Collaborated with brands and agency creative teams for multiple client campaigns.
- Lead Editor for Alabama A&M University's Super Bowl LIX ad, "Heartbeat on The Hill".

2020 - 2022

#### VPM

- Editor/Animator of 50 video segments for Seasons 2 & 3 of PBS's, *Legacy List*.
- Animator for *Ancestry* concept marketing video.
- Editor for multiple program sizzle reels.

2017 - 2020

#### THE MARTIN AGENCY

- Full time Editor and Animator for broadcast and social media ads for Martin clients: *Buffalo Wild Wings, Purina, Sabra, DoorDash, GEICO, Oreo, Penske, Ritz, and Sling.*
- Collaborated with brands and agency creative teams for multiple client campaigns.

### ADJUNCT PROFESSOR

2018 SPRING SEMESTER

#### VCU ARTS / KINETIC IMAGING

- Created and advised on original syllabus for *Animation II*.
- Instructed students on traditional and experimental animation techniques.
- Designed tutorials for After Effects, Premiere, and Photoshop.

#### MARY WASHINGTON UNIVERSITY / ART & SCIENCE

- Created and advised on original syllabus for *Digital Approaches to Fine Art*.
- Catered instructional material for students majoring in multiple fields.
- Advised students on various areas of digital art history through critiques and presentations.
- Provided hands-on guidance for Photoshop and Final Cut Pro X.

### EDUCATION DIRECTOR

2014-2017

#### LIGHT HOUSE STUDIO

- Full time instructor for award-winning youth film education nonprofit.
- Designed program courses for 800 individual Virginia students a year.
- Mentor and Producer for student short narratives, animations, music videos, and documentaries.
- Responsible for hiring, training, and managing Assistant Mentors.
- Producer for seven individual short films for Adrenaline: 72hr Film Competition.

## FREELANCE EDITOR / ANIMATOR

2016 - PRESENT

### ARTS & LETTERS CREATIVE CO.

- Animator for *Google Wallet* pitch ad.
- Animator for *Google/WNBA* prototype ad.
- Animator for *PointsBet* end card.
- Editor for multiple *Zola* test vignettes.

### MONDIAL

- Animator for *Virginia Lottery*, “*Scratchers Sold Here*”, “*Slow Pump*” and “*Entertainment*” ads.

### SUPERJOY

- Editor for *Geico* social ads.
- Animator for *TIAA/NCAA* partnership ad.

### BEARSABEAR PRODUCTIONS

- Editor for five individual segments of Circle’s, *The Southern Weekend*.

### TILT CREATIVE

- Editor/Animator for multiple *Walmart*, “*How We Home*” and “*I Got It At Walmart*” ads.
- Animator for *Child Savers 100* funding spot.

### AFRIKANA INDIE FILM FESTIVAL

- Editor for 2017 and 2018 trailers to promote sponsorships and vendors.

### GLOSSY CREATIVE

- Editor for *Dairy Queen*, *Hamilton Beach*, *Oceania Cruises* and *Sabra* broadcast ads.

## SKILLS

Video Editing • 2D Animation • Motion Graphics • Sound Design  
After Effects • Premiere Pro • Photoshop • Mac & PC

## ACCOLADES

- 2025 Gold Telly Award / *Educational Institution* / **HEARTBEAT ON THE HILL**
- 2025 Silver Telly Award / *Corporate Responsibility* / **ALICIA’S STORY**
- 2022 Emmy Nomination / *Outstanding Lifestyle Series* / **LEGACY LIST**
- 2021 Emmy Nomination / *Outstanding Lifestyle Series* / **LEGACY LIST**
- 2020 AdWeek’s 2020 Agency of The Year / **THE MARTIN AGENCY**
- 2019 Scholastic Art Award Judge / *Digital Art* / **FAIRFAX COUNTY PUBLIC SCHOOLS**
- 2016 Dominion ArtStars Award / *Excellence in Arts Education* / **LIGHT HOUSE STUDIO**
- 2014 BAFTA Scotland Nomination / *Audience Award* / **WE ARE NORTHERN LIGHTS**

## EDUCATION

### THE UNIVERSITY OF EDINBURGH

MSc • Documentary Film

### VIRGINIA COMMONWEALTH UNIVERSITY

BFA • Kinetic Imaging