Rich Yodsukar

Senior Video Editor / Motion Designer — brand campaigns, social, and product storytelling that drives results

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Experience

2024–Present — **Senior Video Editor / Motion Designer**
Renewal by Andersen

- Edit video for paid advertising and internal productions, plus static and motion assets in After Effects and Premiere for lead-gen and conversion campaigns.
- Helped cut content production costs from 30% to 20% of total marketing spend in one year by producing video and motion in-house.
- Build storyboards and assets for email, paid social, and web alongside the performance-marketing team.
- Integrate AI-assisted workflows (Adobe Firefly, Runway) into editing pipelines for generative video, with ongoing hands-on testing of emerging gen-AI tools.

2019–2025 — **Video Editor**
Columbia Sportswear

- Led editing of thousands of finished product videos for the e-commerce site at a $3B+ global retail brand, across social, email, digital, and in-store.
- Edited and produced video, plus motion and static assets, for paid advertising and internal campaigns.
- Built and maintained editing SOPs and digital-asset workflows during a video-team rebuild, organizing content across the brand's content management systems.
- Deep command of industry-standard codecs and delivery specs (H.264, H.265/HEVC, ProRes) and platform-specific exports across Meta, email, digital, and in-store.

2015–2020 — **Founder / Lead Editor & Cinematographer**
Stumptown Media Group

- Edited and directed photo and video campaigns for clients including Disney, NASA, Prime Video, Star Wars, and Doritos, alongside REI, Sorel, Mountain Hardwear, Prana, and Kiehl's.
- Led post-production end to end: editing, motion graphics, color, and delivery across competing client deadlines.
- Directed on-camera, documentary-style interviews, building rapport on set to capture authentic, usable footage.
- Built Cocast, a live-streaming media product and division of the studio, ahead of mainstream adoption.

2009–2015 — **Founder / Lead Editor & Cinematographer**
The Yodsukars

- Shot, edited, and directed productions for clients including E!, David Tutera, Michaels, and Farmers Insurance, from concept through final delivery.
- Led post-production, managing editors and designers to deliver premium photo and video assets.

About me

Senior editor and motion designer with 15+ years cutting brand campaigns, social, and product stories for Disney, NASA, Prime Video, and Columbia Sportswear. Equally at home in Premiere and After Effects, building retention-first edits, motion graphics, and AI-assisted workflows. After years running production, focused back on the craft I love most: turning what a brand cares about into video that moves people and moves numbers.

Select brands

Disney · NASA · Prime Video · Star Wars · Doritos · REI · Columbia Sportswear · Kiehl's · E! · Farmers Insurance

Skills and software

Post-production
Adobe Premiere Pro, After Effects

Motion & design
Motion graphics, typography, titling

Production
Camera operation, lighting, production logistics

Audio
Field recording, mixing, live production

Generative AI
Adobe Firefly, Runway

Delivery
H.264, H.265/HEVC, ProRes; Meta, email, digital, in-store specs

Education

California State University, Long Beach
B.A., 2001–2005

15+ years of professional video/photo production in lieu of a film-specific degree.