



Laura G. Hoffenberg

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Education

Northeastern University, Boston, MA
BFA in Digital Arts, Video Concentration
Class of 2015, *magna cum laude*

Full-Time

Editor, VaynerMedia, New York, NY — APRIL 2019–PRESENT

Staff Editor at VaynerProductions, the in-house production company of agency, VaynerMedia | Lead editor on commercials for brands including Budweiser, Pepsi, Olay, Tempur-Pedic, Sour Patch Kids

Lead Assistant Editor, VaynerMedia, New York, NY — OCT 2017–APRIL 2019

Edit short-form digital content | Liaison between in-house production team and post team | Well-versed in VFX/Color to Editorial round-trip | Manage server and LTO tape archive | Daily management of other Assistant Editors | Daily assisting in scheduling/staffing needs for department

Assistant Editor, VaynerMedia, New York, NY — FEB 2016–OCT 2017

Edit short-form digital content | Lead ingest and organization for most projects | Create stringouts and selects sequences for editors | Help create process for more efficient workflow | Train and manage freelance editors | Lead office resource for broadcast trafficking

Video Co-op, New England Conservatory, Boston, MA — JULY 2014–DEC 2014

Edit/shoot numerous video projects | Create and animate several promotional TV spots for WGBH & promotional recruitment modules for school departments

Freelance

Assistant Editor, Saturday Night Live, New York, NY — JAN 2020

Ingest media and set up editor project for SNL Film Unit/Digital Shorts team | Season 45 "Food Dudes" | Cut microcontent for social platforms

Assistant Editor, Mekanism, New York, NY — NOV 2019–JAN 2020

Ingest media and set up editor project for various brands including Zola, Ben & Jerry's, Keystone Light

Assistant Editor, VaynerMedia, New York, NY — NOV 2015–FEB 2016

Edit microcontent digital videos for brand's social pages | Ingest and organize projects for editors

Videographer/Editor, New England Conservatory, Boston, MA — JAN 2015–AUG 2015

Document & produce videos for YPO summer trip to Iceland | Created video for "Feast of Music" scholarship fundraiser

Software Proficiency

Adobe Premiere | Adobe AfterEffects | Adobe Design Suite
DaVinci Resolve | Shotgun