

Shane Gibson

Producer | Editor

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Award-winning creative talent with over a decade of experience in crafting major studio level video content that is on-brief, on-budget, and on-time. An adept and efficient storyteller who is well versed in how to keep an audience leaning forward, with the skillset required to take any video from concept, to execution, to delivery. Brand-defining creative work that engages viewers on social media, streaming and networks all over the world.

EXPERIENCE

Sony Pictures Television: Creative Marketing (2015 - 2026)

Producer | Editor

Ideate, produce, write, and edit all forms of video content for Sony Pictures Television's various lines of business, including:

- Promos and Trailers in support of high-priority IP, such as Breaking Bad, The Boys, The Wheel of Time, Outlander, S.W.A.T., and Shark Tank.
- Single and multi-title Sizzle Reels for domestic and international sales teams, to maximize the financial value of Sony's current productions as well as library content.
- Conceptual Pitch Reels for development team, resulting in new series pickups for a variety of titles across major networks and streaming services.
- Short form and long form content for social media, to engage fans and attract potential viewers.
 - Lead editor for Twisted Metal S2 social marketing campaign: 8.7M organic views
 - Lead editor for the official Cobra Kai YouTube Channel rebrand in 2024, driving a 309% increase in watch time and a 197% lift in total views.

Sony Pictures Television: Creative Services (2011-2015)

Lead Assistant Editor

QUALIFICATIONS

- Clio Award Winner
- 7x Telly Award Winner
- Expert in Adobe Premiere
- Knowledge of Adobe Media Encoder, Audition, Encore, Photoshop, After Effects
- Advanced knowledge of codecs and international broadcast formats

EDUCATION

- University of Texas at Austin, B.S. Radio-Television-Film

References available upon request.