

BRIAN PILGRIM

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PRODUCT VIDEO PRODUCER & IN-HOUSE VIDEO SYSTEMS LEAD

Senior video producer with 12+ years building in-house video capabilities for SaaS and media brands. I specialize in **product storytelling, motion systems, and creative operations**—turning launches, demos, and events into scalable video programs that support product marketing, brand, and sales. Hands-on across conceiving, directing, editing, and motion design, while architecting the systems, standards, and workflows that make internal teams as effective as external agencies.

CORE SKILLS

- Product video strategy & lifecycle education (launch films, explainers, walkthroughs, demos)
- In-house video production systems (equipment, workflows, documentation, ops)
- Motion design & graphics packages for product and brand storytelling
- Cross-functional collaboration with Product Marketing, Brand, Events, and Sales
- Screen capture and SaaS demo best practices (multi-environment capture)
- Live streaming & webinars (vMix, multi-cam, hybrid event workflows)
- Vendor sourcing, budgeting, and scaling distributed production teams
- Tools: DaVinci Resolve, Adobe Premiere Pro, After Effects, Cinema 4D, Photoshop, vMix

PROFESSIONAL EXPERIENCE

Vonage – Senior Video Production Specialist

2018–Present • Holmdel, NJ

Lead in-house video production for a global SaaS communications platform, supporting product marketing, brand, and events across UCaaS, APIs, and contact center solutions.

- **Built Vonage's internal video production capabilities from the ground up:** defined requirements, purchased equipment, set up studio and remote capture workflows, and established a repeatable production pipeline for product, brand, and internal content.

- **Designed scalable product video systems** for launches and lifecycle education, including narrative frameworks, shot structures, and motion approaches that work across explainers, walkthroughs, and feature spotlights.
- **Created graphics and motion packages** (2D/3D) for product demos, webinars, and campaigns, so multiple teams could produce on-brand content without reinventing visuals each time.
- **Developed new ways to capture SaaS demos and webinars**, including high-quality screen capture standards, multi-environment capture, and recording workflows that integrate with remote guests and live events.
- **Shifted work from external agencies to in-house production**, delivering launch films, event content, and social assets at agency-level quality while optimizing spend and speeding up turnaround times.
- **Directed executives, product leaders, and customers on camera** for launch videos, customer stories, and internal communications, ensuring clarity, confidence, and consistent brand voice.
- **Managed live-streamed events and webinars** (including large-scale SKOs and customer events) using vMix and multi-camera setups, coordinating local crews when needed and standardizing capture for re-use as on-demand content.
- **Documented workflows, templates, and standards** so partner teams (marketing, events, internal comms) could brief, request, and re-use video more efficiently, building the foundation of an internal “creative ops” model.

CBS Local Digital Media – Post Production Manager
2012–2018 • New York, NY

Managed a digital post-production team supporting CBS Local’s shows, promos, and branded content.

- Oversaw editing and motion design for digital series, promos, and branded content.
- Implemented media storage, asset management, and review workflows that streamlined collaboration between producers, editors, and designers.
- Demonstrated that network-level quality could be delivered with lean internal teams, reducing reliance on external post houses for recurring formats.

Media 2 Post and Design (Contracted to USTA) – Editor
2010–2012 • New York, NY

- Edited highlight packages for the US Open and Davis Cup for broadcast and digital.
- Designed motion graphics in After Effects and Cinema 4D for live events and promotional videos.
- Developed branded video segments aligned with USTA campaigns and event storytelling.

NBC – Producer / Editor
2007–2009 • *Burbank, CA*

- Produced and edited weekly NBC series “Whipnotic,” managing scripting, branding, and production workflows.
- Created branded content for NBC News and marketing clients (e.g., automotive and entertainment), proving that high-impact sponsor content could be delivered largely in-house.

NOTABLE ACCOMPLISHMENTS

- **Built an end-to-end in-house video operation at Vonage:** from equipment selection and studio setup to workflows, templates, and documentation—enabling the company to handle product launches, webinars, and internal communications with minimal agency support.
- **Architected internal motion and video design systems** that turned one-off launches and events into reusable content libraries (product demos, walkthroughs, clips for social, and sales enablement assets).
- **Consistently elevated brand storytelling through motion** by combining demo clarity, UI-focused animation, and human stories, helping internal stakeholders see video as a strategic, always-on channel rather than a one-off deliverable.

EDUCATION

Chapman University – Film Coursework