

Horacio Lopez

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Creative video and audio specialist with 4+ years of experience in social video production, motion graphics, and sound design. Proven track record creating viral content for Instagram, TikTok, and YouTube. Skilled in transforming editorial ideas into emotionally resonant digital stories. Deep passion for music, culture, and emerging trends, with a strong design sense and a collaborative mindset.

Relevant Experience

LIKELIHOOD

Video Lead Seattle, WA (2022 - 2024) - Full-Time

Promoted as the first and new role of Video Lead to foster an innovative new visual media language to LIKELIHOOD's growing brand identity in collaboration with Editorial Director.

Scripted, directed, and edited emotionally resonant content across Instagram, Youtube, and TikTok channels to grow brand awareness and social engagement on a daily posting cadence.

Created timely product spotlights, on-camera long-form brand introductions, sneaker drops, motion graphics, and gifs responding to up to date trends and breakthrough cultural moments in fashion and music.

Freelance Video and Audio Specialist

Remote and On-Site (2021 - Present)

Producing, editing, and shooting video content for music videos, event videography, and social media reels, ensuring high-quality visuals and sound for each client.

Composing and producing original music for short films, dj mixes, music videos, and fashion campaigns using Ableton Live and Logic Pro X.

Managed all phases of content creation: pre-production, scripting, editing, and delivery.

Brooklyn College Sonic Arts Student Union

Co-President - Event Coordinator and Marketing

Brooklyn, NY (2024 - Present) - Part-Time

Liaising with Sonic Arts Student Union members, artists, venues, and staff to coordinate event logistics that include digital promotional materials, technical riders, and stage layouts.

Providing engaging social media content for the Sonic Arts MFA Instagram and Youtube channels.

Creating flyers, video recaps and artist profiles, to promote performances, lectures, thesis presentations, and digital campaigns for fall and spring concerts.

Skills and Software

Video Editing and Motion Graphics : Adobe Premiere, Final Cut Pro, After Effects, Photoshop, InDesign, Illustrator

Audio Production: Ableton Live, Logic Pro X, Sound Design, Music Composition

Social Platforms: Instagram, TikTok, YouTube, Reels, Shorts

Project Management: Notion, Slack, Asana, cross-collaboration across departments, on-set management

Scripting & Direction: Storyboarding, shot planning, concept development and ideation

Education

M.F.A., Sonic Arts

Brooklyn College, (exp. 2027)

B.A., Sociology / Anthropology

St. Olaf College

Past Clients

Nike

Undercover

Cav Empt

Reebok

Soho House

Apple Music

July 5th, 2025
The Fader / Cornerstone

Dear Fader team,

I'm writing to express my strong interest for the role of Social Video Producer/ Editor at The Fader. I have years of experience overseeing a variety of social media production and visual operations including assisting with the **production of music and art performances**, managing large scale film shoots and producing engaging content for social media. I would love to offer my skills in sound design, video production, and project management to assist Performa's exciting programming this fall.

Below are some of my key skills and qualifications for the Associate/Assistant Producer role:

Audio and Visual Experience: Provide technical support to assist performers, venues, and crews during events, including working soundboards for live performances and recording, operating video equipment for archiving and documentation, ensuring successful load-ins/ loadouts and day-of event trouble shooting.

Artist Liaison: Facilitate clear lines of communication / liaise across departments, performers, venues, clients and other staff to organize complex production processes and events. Strategize with performers to assist in their gear setups, lighting, and sound configurations.

Project Management: Organize and oversee a wide range of projects including music performances, art shows, meetings, and film shoots. Handle logistics, scheduling, staffing, safety issues, time management, and coordination with third parties including vendors and clients. Using detailed organizing project management software such as Asana, Google Office (Docs, Sheets), and Notion to see projects through from ideation to execution.

Performa has been a festival that I've followed over the years and has been formative in my live performance practice. More recently, it's been a focal point of influence as I've explored the depth of sonic politics through Louis Chute-Sokei's work or the immersive audio-climate live performance work of Nikita Gale in *OTHER SEASONS*. It's a festival that has deeply nurtured my practice and sensibilities and I know it has done the same for many other peers.

As a Graduate Student in Sonic Arts at Brooklyn College and an active performing artist, it would be an incredible privilege to offer my experience and skills to assist with the mission and programming of RoseLee Goldberg's 2025 Performa Biennial. I thank you for your time and consideration in reviewing my qualifications and I look forward to discussing how I can contribute to the team.

Sincerely,
Horacio Lopez