

# Horacio Lopez

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Creative and detail-oriented audio and video production specialist with a passion for storytelling through sound and visuals. Expertise in music composition, video editing, videography, sound design, and brand strategy. Whether crafting compelling long-form video content, designing immersive soundscapes, or developing strategic brand narratives, I thrive in fast-paced environments that demand a strong creative vision and innovative approaches.

## Education

**M.F.A., Sonic Arts**  
Brooklyn College, 2024 - 2027

**B.A., Sociology / Anthropology**  
St. Olaf College, 2014

## Skills

Video Production &  
Social Media Content  
Music Composition &  
Sound Design  
Brand Strategy &  
Marketing

## Past Clients

Undercover  
Nike  
Cav Empt  
Reebok  
Soho House

## Software

Adobe Premiere  
Final Cut Pro  
After Effects  
Adobe Lightroom  
Ableton Live  
Logic Pro X  
Notion  
Slack

## Relevant Work Experience

**Brooklyn College Sonic Arts Student Union**  
**Co-President - Event Coordinator and Marketing**  
Brooklyn, NY (2024 - Present) - Part-Time

- + Serve as a liaison for coordinating Sonic Arts events and performances focusing on experimental music events.
- + 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, artist profiles, to promote activities including performances, lectures, thesis presentations, and digital campaigns for fall and spring concerts.

**Freelance Video and Audio Specialist**  
Remote and On-Site (2021 - Present)

- + Produced, edited, and enhanced audio and video content for short films, music videos, and social media reels, ensuring high-quality visuals and sound.
- + Composed and produced original music for short films, music videos, and fashion campaigns using Ableton Live and Logic Pro, ensuring a unique and immersive sonic experience for each client.
- + Managed assets and end-to-end video production, including cinematography, lighting, shooting logistics, and post-production editing using Adobe Premiere.
- + Worked across various departments, bridging the gap between sound, visuals, and creative direction to create cohesive brand narratives.
- + Edited dynamic and engaging social media reels, utilizing motion graphics, color grading, and fast-paced editing techniques to maximize audience engagement.

## LIKELIHOOD

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

- + Promoted as the new role of Video Lead to foster an innovative new visual media language to LIKELIHOOD's growing brand identity.
- + Created and directed short-form content across Instagram, Youtube, and TikTok channels to increase brand awareness, social engagement, organic growth, and an increased digital presence.
- + Shot, directed, edited, composed music, edited audio effects, and managed post-production visuals and audio for content reach on a daily posting cadence.
- + Led and handled logistics for daily shooting schedules, arranging group transportation, shot lists, equipment management, and location scouting.