

ROB SHEPPARD

AI VIDEO EDITOR
GENERATE · EDIT · FINISH
CHICAGO, IL
● REC

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STUDIO
Harbor, Chicago

PORTFOLIO
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PROFILE

AI video editor with eight years in agency post-production. I generate, cut and finish AI-assisted video for national brands, from prompt development and Nano Banana Pro concept frames through Seedance, Runway, Kling and Veo generation to a finished edit in Premiere and After Effects. I hold generated footage to broadcast standards: consistent, well framed and built to tell a story.

EXPERIENCE

EDITOR · HARBOR PICTURE COMPANY

Oct 2023 – Present

Formerly PXP, merged into Harbor · agency partners across Publicis Groupe

- Generate and finish AI-assisted brand and pitch films for Leo Chicago, Eckrich and Mattel, cutting generated shots and live action into one seamless piece
- Run the generation workflow end to end: prompt building, Nano Banana Pro stills for concepting, Seedance, Runway, Kling and Veo for video, then edit, composite and finish in Premiere and After Effects
- Cut broadcast, OLV and social for Nintendo, Bank of America, Kellogg's, Lay's, Firestone, Harbor Freight, Tide and Rite Aid
- Deliver full social versioning across 16x9, 1x1, 4x5, 9x16 and 2x3

JUNIOR EDITOR · PXP

Jan 2022 – Aug 2023

- Owned OLV and broadcast jobs from first cut to delivery, up to six at a time
- Versioned large social campaigns across every platform format for Bank of America, Rice Krispies Treats and ALDI

ASSISTANT EDITOR · PXP

Jan – Dec 2021

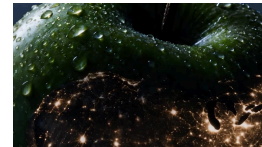
- Built original live-action and animated OLV; handled conform, mix and color prep, slating and final deliverables

ASSISTANT EDITOR / ASSET MANAGER · QURIOSITY PRODUCTIONS

Jun 2018 – Dec 2020

- Edits, graphics, music and SFX; managed LTO archive; produced company reels and kept the website current

SELECTED AI WORK



LEO CHICAGO
Adweek sizzle



ECKRICH
A House United



MATTEL
Lifecycle of an Asset



ECKRICH
Takes You Home

TOOLKIT

GENERATE	Seedance, Runway, Kling, Veo
CONCEPT	Nano Banana Pro (Gemini), prompt design
EDIT	Premiere Pro, DaVinci Resolve
FINISH	After Effects, Photoshop, Illustrator, Media Encoder
AUDIO	Logic Pro

BRANDS

NINTENDO · BANK OF AMERICA · KELLOGG'S ·
LAY'S · FIRESTONE · HARBOR FREIGHT · TIDE ·
DUNKIN' · RITE AID · PREGO · CAMPBELL'S ·
ECKRICH · MATTEL · WALMART · COCA-COLA ·
MILLER LITE · ALDI · WALGREENS · VOLVO ·
LENOVO

AGENCY PARTNERS

LEO · DIGITAS · SAATCHI & SAATCHI · PUBLICIS
· BBH · FALLON · BURRELL · ARC WORLDWIDE ·
TEAM ONE · RAZORFISH

EDUCATION

BA, Post-Production
Flashpoint Chicago, a campus of Columbia
College Hollywood · 2018