JULIAN MERCER

VIDEOGRAPHER

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PROFESSIONAL SUMMARY

Videographer with 6+ years shooting and editing video for sports, news, and brand teams. Handles the full cycle from concept and shot list to capture, edit, and delivery, and turns around social and broadcast content quickly without losing quality.

PROFESSIONAL EXPERIENCE

Videographer and Editor Aug 2022 - Present
Golden State Warriors, San Francisco, CA

- Shoot and cut 10 to 12 short-form videos a week for team social channels, with game-day posts published within 20 minutes of a key moment.
- Produced a 12-part behind-the-scenes series that reached 5.4 million combined views in a season by shooting player access in a single-take style.
- Built a shot library and tagging system for 4,000 clips that cut the time to find archive footage from hours to minutes.
- Run a two-camera setup and wireless audio for press conferences, delivering clean edits to media outlets the same afternoon.
- Coordinated robotic camera and tunnel shots for the home opener with the production team and the arena's operations staff.
- Trained two interns on camera settings, framing, and file handling over a 10-week summer program.

Multimedia Journalist Jun 2019 - Jul 2022
KRON 4, San Francisco, CA

- Shot, wrote, and edited packages for the evening news, filing three stories a week on a 2-hour deadline.
- Used a single-person kit with tripod, wireless mic, and gimbal to cover breaking events with usable footage in under 30 minutes.
- Built a library of 120 reusable B-roll sequences for recurring stories, which shortened editing time on routine pieces.
- Edited in Adobe Premiere and fed finished packages to the station's live truck system and web team with accurate captions.
- Partnered with reporters and producers to plan live shots, picking vantage points that matched weather and light conditions.

Production Assistant and Camera Operator Jan 2018 - May 2019
Bay Area Video Coalition, San Francisco, CA

- Shot interviews and event coverage for nonprofit clients and delivered 25 finished videos in the first year.
- Managed equipment checkout and card offload so camera kits were returned complete and media was backed up twice.
- Edited rough cuts to client feedback and delivered final versions in one to two revision rounds.

CORE SKILLS

Camera operation | Multi-camera production | Adobe Premiere Pro | After Effects basics | DaVinci Resolve | Audio capture and mixing | Lighting for interviews | Drone filming | Gimbal and stabilizer work | Storyboarding and shot lists | Social video formats | Live event coverage | Media asset management

EDUCATION

Bachelor of Arts in Broadcast and Electronic Communication Arts, San Francisco State University, San Francisco, CA

CERTIFICATIONS

FAA Part 107 Remote Pilot Certificate | Adobe Certified Professional, Video Design