

Atlanta, Ga
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GreenRiver.Media - Portfolio
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Romell Greene-Rivers

Hello!

Thank you for taking the time to read my resume. I am a dedicated Media Professional and problem solver specializing in Video Production and Live event Broadcasting. I work both behind the camera and switcher. As a Video Producer, I connect with clients to help advertise a product, service, or story & being an around problem solver on set. As a master control operator, I trigger millions of dollars worth of commercials for some of the biggest broadcasters in Television, such as Amazon Prime Video, the NBA, ABC, CBS, and The CW (Graham Media Group).

EXPERIENCE

Amazon Prime Video, Atlanta GA – *Master Control/Graphics Operator*

Oct 2022 – Contract

- Operate and oversee live playout of global Amazon Prime Video events for millions of viewers daily, including *NFL Thursday Night Football*, *Premier League*, NBA, and major entertainment/news specials.
- Monitor and maintain signal integrity across IP-based and broadcast transmission paths, ensuring accurate routing, latency management, and synchronization of audio/video sources via FACS checks with Amazon Live operations.
- Utilize broadcast automation systems (e.g., ITX and AWS Media Services) to control feeds, SCTE triggers, and Commercial-ad breaks worth hundreds of thousands per break.

Greenriver Media, Atlanta, Ga – *Owner/Video Producer*

GreenRiver.Media Reference: Steve Barnes – (404) 797-3777

MONTH 2020 – Current

- Build relationships with potential & Ongoing clients. To create video concepts around an individual's or company's product or service, including scriptwriting, research, filming, and following the project to post. I have planned and executed hundreds of projects over the years

- Planning all logistics to support the creative, including equipment rentals, location scouting. Being the lead Director of Photography on the day of the shoot, Proficient with high-end digital cinema systems (ARRI, RED, BlackMagic, Sony FX series) and a wide range of lenses, Gimbals, ReadyRigs, Dollies, and lighting setups.

Evan Alexander Grooming, Atlanta, Ga – *Video Producer*

Reference: Evanalexandergrooming.com T: (424) 299-0582

E: Brandon@evanalexandergrooming.com

Dec 2020 – July 2022

- Responsible for developing and shooting high-quality commercial content for digital and social platforms with 500,000+ Subscribers across all outlets. Concept development, filming, and post-production for branded campaigns, product launches, and lifestyle videos showcasing Evan Alexander's grooming products and brand identity.
- Collaborated with marketing and creative teams to craft visually engaging stories that drive brand awareness and online engagement for web delivery and paid advertising campaigns.
- Oversaw viewer analytics and performance metrics to optimize future content strategy. Driving a **35%** increase in online engagement and a **15%** lift in e-commerce conversions during my time there. Optimized video performance using analytics (CTR, watch time, conversion tracking), achieving an average **view-through rate of 62%** across campaigns.

EDUCATION

Art Institute Of Atlanta – *BS (Audio Production)*

Jan 2011 – Mar 2013

South Paulding HS – *HS Diploma*

Sept 2008 – Jul 2010

