

MICHAEL BERUBE

Senior Video Producer | Motion Graphics Designer | Video Editor

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PROFESSIONAL SUMMARY

Senior Video Producer, editor, and motion graphics designer with nearly 20 years of experience progressing from field production and live events into enterprise Creative Services. Trusted by senior leaders and communications partners to deliver confidential, high-visibility executive communications, advertising, live events, and brand storytelling with discretion and sound judgment. Combines hands-on post-production expertise with calm stakeholder partnership, remote collaboration, editor mentoring, workflow improvement, and practical AI-assisted production tools.

CORE EXPERTISE

Video & Content: End-to-End Video Production | Video Editing | Motion Graphics | Corporate & Brand Storytelling | Commercial Advertising | Connected TV | Executive Communications | Social & Multi-Platform Content

Production Craft: Interview Production | Executive & On-Camera Direction | Confidential Content | Live Events & AV | Sound Design | Color Correction | Remote Production | Workflow Optimization | Brand Consistency

Tools: Adobe Premiere Pro | After Effects | Photoshop | Illustrator | Audition | Media Encoder | Firefly | Speech Enhance | Final Cut Pro | Logic Pro | Microsoft Office

PROFESSIONAL EXPERIENCE

THE HARTFORD

Senior Video Producer / Senior Digital Media Specialist

2007–2026 | Fully remote, 2020–2026

Progressed from hands-on field production and live-event audiovisual support into Creative Services in 2017, becoming a trusted creative partner for executive communications, advertising, and enterprise brand storytelling while specializing in advanced editing, motion graphics, and sound design.

CREATIVE SERVICES - EDITING, MOTION DESIGN & BRANDED CONTENT | 2017–2026

- Helped Creative Services scale from producing only a few videos annually to approximately **80–120 videos per year**, spanning executive interviews, social shorts, long-form capability videos, pitch videos, and digital-marketing campaign extensions.
- Contributed to an in-house and hybrid production model that delivered **approximately 50% savings** compared with outside production resources, depending on project type. Extended primary assets developed with external partners into broader content libraries and digital-marketing campaigns.

CREATIVE SERVICES - CONTINUED | 2017–2026

- Edited and produced 15- and 30-second Connected TV creative for a Middle & Large Business risk-mitigation campaign that delivered an estimated **2.1 million impressions** across premium video placements including **Hulu and HBO Max** and contributed to positive overall engagement; the broader campaign generated **43.7 million media impressions, 33,000 website clicks, and 390,000 in social reach**.
- Played a significant role in The Hartford's enterprise video rebrand from late 2024 through early 2026, helping refresh **approximately 120 evergreen video assets**—from targeted brand updates to complete creative redesigns—and develop **reusable motion-graphics templates** that enabled consistent team-wide use of new brand elements.
- Led development of the department's signature heritage-meets-future music direction, establishing a creative approach that became a standard across multiple productions.
- Mentored new editors in editing techniques, motion graphics workflows, creative best practices, and post-production standards, strengthening team consistency and creative quality.
- Developed a Premiere Pro color-correction workflow to restore challenging interview footage and improve visual consistency; applied Adobe Speech Enhance and AI-assisted tools to match audio from multiple recording sources and create seamless interview edits.
- Produced the 2025 Ski Spectacular opening film using cinematic pacing, speed ramping, custom sound design, and advanced editing techniques.

FIELD PRODUCTION, EXECUTIVE EVENTS & LIVE AV | 2007–2017

- Produced interviews, executive communications, and event content while managing camera, lighting, audio, editing, live playback, and final delivery; handled confidential and proprietary leadership materials with discretion.
- Directed audiovisual production and executive video support for senior-leadership off-site meetings in Dallas, Phoenix, Allentown, and Atlanta, coordinating presentations, embedded video, playback, vendors, and production logistics in high-pressure environments.

RECOGNITION & PROFESSIONAL DEVELOPMENT

- Marketing Communications Internal Excellence Award (2017); recurring internal Applause awards, leadership acknowledgments, and peer recognition.
- Professional training in Adobe After Effects and ongoing development in AI-assisted creative workflows, including Adobe Firefly and Adobe Speech Enhance.

EDUCATION

Bachelor of Arts in Communication | Central Connecticut State University, New Britain, CT | 2007
Independent Study: Film Production