

Avery Lynn Peterson

averypeterson321@gmail.com • (408) 497-0431
averylynnpeterson.com • Oakland, California

Video Strategy and Production Leader

Senior video producer and production leader with 10+ years of experience delivering brand, product, and campaign video across web, social, broadcast, and live events. Expert in end-to-end production, agency and vendor management, creative collaboration, and scalable workflows. Known for translating ambitious creative into executable plans while protecting quality, timelines, and budgets.

Technical Proficiencies

Tools: Adobe Creative Suite (Premiere Pro, After Effects), Frame.io, Asana, Figma, Keynote, Microsoft Office

Skills: Video production & post-production workflows, agency & vendor management, live and virtual event production, project & program management, digital asset management

Career Experience

Redis Inc, San Francisco, CA

Senior Video Lead

October 2024 – Present

Own video strategy and production at Redis, overseeing global video programs across brand, product launches, and events while aligning creative vision, business goals, and operational execution.

- Lead video strategy and production for global brand, product launches, and events at Redis, managing multiple concurrent workstreams across internal teams and external agencies.
- Own end-to-end video production lifecycle including scoping, budgeting, schedules, vendor selection, creative reviews, and final delivery.
- Partner with brand, product marketing, and exec stakeholders to translate goals into scalable programs.
- Manage agency and freelance partners, negotiate rates and statements of work, and ensure consistent quality across deliverables.

LaunchDarkly, Oakland, CA

Senior Manager of Video and Event Production

June 2021 – October 2024

Led video and event production for a global B2B SaaS brand, overseeing strategy, creative execution, budgets, schedules, and cross-functional collaboration.

- Produced the company's largest virtual conference to date (40+ speakers, multi-track), directing a 20+ person crew and managing vendors, agencies, and post-production workflows.
- Collaborated with creative, marketing, and exec leadership to align storytelling, production feasibility, and brand standards.
- Built scalable production models that reduced costs by \$650K+ while maintaining high creative quality.
- Produced customer storytelling and testimonial programs that became top-performing organic video content.
- Delivered video across brand campaigns, social, web, livestreams, and events, driving engagement and pipeline impact.

Contract, Remote/On Location Hybrid
Producer, Editor, Digital Content Specialist

March 2020 – June 2021

Created and executed video content for advertisements and commercial events, applied online marketing expertise as digital content specialist, managed logistics for large-scale virtual gatherings, and organized digital media asset libraries. Served clients in various industries including communications, design, finance, and politics: ThoughtSpot, Campfire Media, Gig Car Share, Holly McCormack for Congress, Deckhand Design, and Ensemble Capital.

- Produced and edited an advertisement for McCormack for Congress – in just three days – which generated over 50,000 views on Twitter in less than 24 hours.
- Launched live webinar series for financial services firm, Ensemble Capital, enhancing its digital footprint, upping production value and doubling attendance of their virtual events and quarterly updates
- Devised and edited webinar material that aided ThoughtSpot and Confluent's transition from live to virtual event delivery due to COVID-19.

Growing Up Behind Bars, San Quentin State Prison, CA

January 2016 – June 2021

Director/Producer

Headed a team of filmmakers and currently incarcerated videographers in production of documentary chronicling life for young currently incarcerated men at San Quentin State Prison. Coordinated pre- and post-production activities, project funding, filming schedules, and safety training for crew.

- Obtained official funding of over \$60,000 and sponsorship support for documentary
- Crafted all planning-stage elements prior to production, including pitches, storyboards, narrative arc, and official website.
- Received unprecedented access to film inside maximum-security prison facilities, gaining trust of currently incarcerated community, guards, and prison management.

Tom Steyer's 2020 Presidential Campaign, Multiple Locations

July 2019 – March 2020

Video Lead

Formed and directed a mobile team of videographers, editors, and photographers creating content for 2020 Presidential hopeful Tom Steyer's campaign. Directed and participated in brainstorming, shooting, editing, equipment acquisition and maintenance, and travel planning. Developed in-house production studio to expedite delivery of quality content.

- Optimized talent within time constraints to produce more than 1,800 unique videos which garnered over one billion views across multiple online platforms
- Produced, shot, and edited successful television ads that ran nationally
- Elevated campaign effectiveness through rapid-response production to coincide with campaign stops
- Developed agility and endurance while regularly working 14 hour days 7 days of the week
- Achieved breakthrough content that increased engagement in a crowded digital space
- Digital team efforts resulted in an outsider candidate exceeding the most challenging debate qualification criteria to date

Need to Impeach Campaign, Multiple Locations

March 2018 – July 2019

Lead Video Specialist

Acted as main shooter and producer, while building team of fellow videographers and photographers, for the national campaign to impeach former President Donald Trump. Filmed town halls and daily events in over 40 U.S. cities. Coordinated travel itineraries and production schedules, ensuring timely completion of projects.

- Contributed to campaign growth – 8.3 million Need to Impeach petition signatures – through videos, digital and broadcast advertisements, and organic digital content.
- Strengthened digital strategy that achieved the largest political email list in U.S. history.
- Need to Impeach Campaign efforts increased public pressure and awareness, ultimately resulting in the Democratic Party winning control of the House of Representatives in the 2018 midterm elections.

FX Networks, San Francisco, CA
Production Assistant

May 2019

Supported crew members working on FX documentary series *Pride*, a six-part event following LGBTQ Americans' civil rights struggles. Transported crew and gear, assembled and disassembled filming equipment; managed all production paperwork; completed additional tasks as required throughout shooting.

- Earned repeated commendation for ability to anticipate and prioritize needs
- Skillfully supported crew of 25+ over the course of long shoots

The G-Word Film, San Francisco, CA
Production Assistant

January 2017 – March 2018

Performed various roles for award-winning director Marc Smolowitz's documentary on giftedness in the 21st century: ran film's social media platforms, strategized with colleagues to establish production timeline, conducted in-depth interviews with subjects, supported pre-production, research, filming, social content creation, and outreach.

- Commended for meticulous historical research and background interviews with film's subjects
- Dexterous management of donor contributions, mailing lists, and correspondence

Additional Experience

Video Producer, Stanford University (February 2016 – August 2017)

Production Assistant, The Mentor Film (December 2017)

Freelance Researcher, The Guardian (November 2017)

Personal Assistant, Sachi Cunningham (January 2015 – December 2016)

Multimedia Editor, Golden Gate Xpress (August 2015 – July 2016)

Education

Bachelor of Arts, Journalism
San Francisco State University, San Francisco, CA

Volunteer Experience

Media Center Volunteer, San Quentin State Prison (2014 – Present)

Awards

First Place (National), Multimedia Features Competition – Hearst Journalism Awards – 2016

Otto Bos Memorial Scholarship Recipient – San Francisco State University – 2015

College Reporter of the Year Finalist – Associated Collegiate Press – 2016

Eighth Place (National), Multimedia News Competition – Hearst Journalism Awards – 2015