John General

Emmy nominated video producer and motion designer passionate about empowering people with personal finance and business media. Published in CNN, Frontline/PBS, The New York Times Magazine and AJ+, and continue to seek out highly collaborative environments to creatively contribute to.

SAY HELLO!

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SKILLS

Adobe Premiere & After Effects
2D & 3D Animation
Cinematography
DaVinci Resolve
FAA Drone Licensed

EDUCATION

New York University - 2023
MA Journalism

Emerson College - 2017
BA Film Production
Summa Cum Laude

Emmy Nominated Video Producer, CNN Business
Feb 2018 - Present

Deliver fact-based visuals in collaboration with a vast network of international teams that empower millions of viewers via on-platform video and social distribution. Regularly pitch, shoot and edit digital videos while consistently leading cross-functional efforts that aim to better incorporate motion graphic animation worldwide. Through my own intiative, also designed and coded CNN's first AR iOS app while inbetween projects.

Production Assistant, CNN VR
Sep 2017 - Feb 2018

Post-production expert for award-winning 360° virtual reality videos that took CNN viewers around the world from Antarctica to the towering redwood forests. Successfully implemented standardized workflows that templatized 360° motion graphics and streamlined the cross-functional teamwork required on an international newsgathering scale.

Freelance Motion Designer, Emerson Productions
Sep 2014 - Oct 2020

Lead art director and motion designer on numerous marketing campaigns that successfuly advanced Emerson College's brand and satisfied multiple department stakeholders across projects. Successfully implemented new designs that better aligned with the student community and helped increase alumni donations.