LOGAN DRAYSON

Senior Video Editor • Remote Post-Production • Brand & Product Content
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PROFILE

Senior video editor and content producer with 15+ years creating premium product launches, commercials, and social campaigns for leading consumer brands including Titleist - Scotty Cameron Putters, Sig Sauer, and Callaway Golf.

CORE SKILLS

Editing & Post Production:
Adobe Premiere Pro, After Effects, color grading, audio mixing, sound design, motion graphics

Design & Animation:
After Effects, Element 3D, Cinema 4D (intermediate)

Remote Production & Collaboration:
Frame.io, Remote review and approval workflows, Splashtop, Self-managed remote post-production

Emerging Creative Tools:
Higgsfield, Apetelligence, ChatGPT, AI-assisted creative workflows

EXPERIENCE

Manager of Content Creation Jan 2016 – Present
Titleist Golf — Scotty Cameron Putters, San Diego, CA (promoted from Sr. Content Creator, 2018; Manager, 2023)

- Lead post-production for premium product launches, commercials, educational content, and social campaigns, owning the editing, motion graphics, color grading, and audio finishing process from concept through final delivery.
- Produced launch content supporting multimillion-dollar Scotty Cameron product releases viewed by global golf audiences across web, social, retail, and dealer channels.
- Created content contributing to 48M+ social impressions and 1.2M+ engagements while helping grow audience engagement by more than 150% between 2019 and 2024.
- Collaborate with engineering, product development, tour, and marketing teams to transform technical product concepts into engaging visual stories that drive product awareness and customer engagement.
- Deliver the majority of post-production remotely while maintaining brand consistency and meeting critical launch deadlines.

Founder & Lead Editor Feb 2012 – Present
4LifeFilms Inc., San Diego, CA

- Produced and edited branded content, product launches, training videos, and commercial campaigns for clients including Sig Sauer and SynergEyes.
- Owned projects from concept through final delivery, including editing, motion graphics, color grading, sound design, and client collaboration.
- Independently managed all aspects of the business, from client acquisition and project scoping through production, post-production, delivery, and ongoing client relationships.

In-House Videographer & Editor Jan 2013 – Dec 2015
Callaway Golf, San Diego, CA

- Produced and edited video content for product launches, social campaigns, PGA Show activations, and internal communications supporting one of golf's leading equipment brands.
- Edited content across Callaway's full product portfolio, including drivers, irons, wedges, putters, golf balls, and soft goods for web, social media, retail, and event distribution, while contributing to Callaway Live and other branded content initiatives.

Video Editor & Content Creator Nov 2011 – Mar 2013
DealerSocket, San Clemente, CA

- Edited promotional and event videos in Premiere Pro and After Effects, strengthening brand awareness through motion graphics and storytelling.
- Delivered multiple concurrent projects on deadline and to brand standard.

EDUCATION

B.S., Graphic Design – Walla Walla University