

ETHAN PASCUAL

Video Producer · Houston, Texas

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PROFESSIONAL SUMMARY

Video producer with 5+ years creating digital media for manufacturing, healthcare, and energy organizations, from documentary interviews and product education series to launch, recruiting, and marketing video. Experienced working on production floors alongside SMEs, engineers, and technicians to turn complex technical processes into clear, engaging content, with work featured in Tesla's Megapack 3 launch and viewed millions of times across YouTube and X. Proficient in Sony and Nikon camera systems, RAW, S-Log, and N-Log workflows, DaVinci Resolve editing and color grading, and Adobe Creative Suite, with a proven ability to track content performance, improve production efficiency, and manage multiple projects in fast-paced settings.

PROFESSIONAL EXPERIENCE

Content Producer

2026 – Present

Tesla · Megapack · Houston, TX

- Shoot field and product cinematography for the Megapack 3 program at Megafactory Texas and utility-scale deployment sites, documenting units from the production line through on-site installation and energization
- Delivered the Megapack 3 footage featured across Tesla's launch communications, including the start-of-production announcement, the "Deploying Megapack At Scale" film, and the Megapack recruiting film

Reach of releases featuring this footage: Megapack 3 launch on X (@Tesla_Megapack & @elonmusk) 10.3M views · "Deploying Megapack At Scale" on YouTube 458K views · Recruiting film on X (@TeslaRecruiting) 234K views. Public platform stats as of October 2026.

Broadcast, Videography & Photography Associate

2025 – 2026

Baylor College of Medicine · Houston, TX

- Led production of 75+ educational videos reaching 50,000+ viewers, turning complex medical concepts into clear, visual learning content for internal teams and students
- Drove 25% improvement in production efficiency by redesigning editing workflows and implementing automated scheduling systems, saving 15+ hours weekly
- Directed multi-camera shoots and live streams and handled post-production in Adobe Premiere Pro and After Effects, delivering content that achieved 94% positive feedback scores

Senior Graphic Designer & Training Content Developer

Oct 2022 – Oct 2024

Guardian · Houston, TX

- Produced 50+ safety training videos viewed by 10,000+ field workers, achieving a 25% reduction in support tickets and zero safety incidents attributed to training gaps
- Architected a scalable content library with 100+ reusable templates, cutting production time by 30% and ensuring brand consistency across all deliverables
- Managed end-to-end video production from concept through delivery, collaborating with SMEs to ensure technical accuracy and brand compliance

Founder / Owner

2021 – Present

86th Aspect LLC · Houston, TX

- Built and scaled a video production practice to \$150K+ annual revenue, managing 40+ client projects ranging from \$5K to \$50K engagements
- Delivered 18% average ROI improvement for clients through data-driven content strategies and A/B tested video campaigns
- Established a reputation for on-time, on-budget delivery with 100% client satisfaction and 85% repeat business

Digital Marketing Manager & Video Content Producer

Jun 2021 – Oct 2022

P97 Networks · Houston, TX

- Produced 30+ video assets for Fortune 500 clients (Shell, Phillips 66), generating 2M+ views and driving a 40% increase in web traffic through strategic content optimization
- Pioneered interactive in-app video content that increased user engagement by 35% and directly supported \$2M in new client acquisitions

EDUCATION

B.S. Digital Media & eCommerce

University of Houston · Houston, TX · GPA 3.6 / 4.0

TECHNICAL SKILLS

Post-production: DaVinci Resolve (editing & color grading), Adobe Premiere Pro, After Effects, Final Cut Pro, Photoshop, Lightroom, Illustrator

Camera & production: Sony and Nikon camera systems, S-Log and N-Log, RAW capture, RED, Canon, multi-camera direction, audio recording, on-set lighting

Collaboration: JIRA, SharePoint, Confluence, ClickUp, Frame.io, Slack, Google Workspace

Craft: Documentary and visual storytelling, interviewing, script writing, storyboarding, color grading, motion graphics