

Chad Steahly
Video Editor & Motion Designer

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Highlights

300+ videos | 4,000,000+ views | 46% YOY growth (2025)

Profile

Film-trained editor and motion designer with 16+ years of experience creating story-driven video, title and logo animation, and promotional content for digital audiences, plus an original music catalog on major streaming services. Takes campaigns from script to screen through animation, editing, sound, and multi-platform delivery, and grows audiences with data-informed strategy.

Media & Entertainment

Academy Museum of Motion Pictures — Brand Animation

2022 | Creative Director, Motion Designer & Animator, Editor & Mixer, Composer

- Created long-form and short-form logo animations for visual communications and social, including an original piano score.

24/60 Film Productions — Logo Animation

2024 | Concept, Design, Art and Creative Direction, Animation, Editing, Vectors

- Designed and animated a logo built around a film-strip frame counter and stopwatch.

Original Music — Universe Unknown (LP) & Midnight. Sound. Exile. (EP)

2020 & 2021 | Songwriter, Producer, Performer, Mixer, Graphic Designer

- Wrote, performed, recorded, mixed, and produced a 10-track album and a 4-track EP, including cover design; released on Apple Music, Spotify, Tidal, and other major music streaming services, and funded through a successful Kickstarter campaign.
- Featured by SoundCloud as 'SoundClouder of the Day' (2020); praised for "meticulously constructed" pop production."

VCRNOT — Album Art & Marketing Imagery

2025 | Art Director, Graphic Designer, Illustrator

- Designed the album cover and promotional imagery for a

Experience

Senior Video Editor & Motion Designer, Pearson

Columbus, OH | 2018-Present

Led end-to-end video production and content strategy across YouTube and digital platforms for Pearson's \$1.4B education business, from concept and script through

- Produced the launch video for Pearson's AI Study Tool, built around a five-student focus group's input on color, music, and voice; picked up for the UK market, placed directly inside Pearson products, and run by Pearson as a paid ad across YouTube.
- Designed title, logo, and brand-motion animations that carried Pearson's rebrand across video content.
- Directed and produced 300+ videos generating 4,000,000+ lifetime views and 1,600+ hours viewed per month; drove a 46% YOY increase in viewership in 2025 through platform-specific content strategy and audience analytics.
- Wrote and produced tutorial and promotional videos tied to results: an eTextbook how-to reduced help tickets by 30%, and an educator onboarding video earned 100+ new subscribers.
- Produced marketing video for the Revel app used in customer emails and on social, plus a Quick Setup video featured in an executive presentation to Pearson's board and CEO.
- Manage production from concept to delivery - scripting, editing, motion graphics, audio, captioning, and multi-platform distribution - and established the company's first video accessibility review committee.

Video Editor, Pearson

Columbus, OH
2016-2018

Produced and managed all video content for the Customer Experience organization.

- Created and enforced the company's first consistent video design and style guide, establishing brand tone and visual standards across all content.
- Built a scalable motion asset library of 200+ templates, increasing creative team production efficiency by 20% YOY.

Visual Content & Communications Strategist, Pearson

Columbus, OH
2012-2016

Pioneered the company's first dedicated video content team, building strategy and production infrastructure from the ground up in close collaboration with senior leadership.

- Increased average percentage viewed (APV) for YouTube content by 37%, reaching a 70% APV.
- Authored the company's first learning-path email campaign, guiding users through product onboarding.
- Launched a multimedia training program for college users, reducing support contact by 34%.

Digital Video Specialist, Pearson

Columbus, OH

2009-2012

- Analyzed YouTube performance data and web metrics, improving content strategy effectiveness by 68%.
- Produced customer-facing video content supporting a \$40M sales segment, balancing creative quality with business objectives.

Education

Wright State University

Dayton, OH

Bachelor of Arts in Film, 2006

Certifications

Adobe Certified Professional

- Digital Video (Premiere Pro)
- Visual Effects & Motion Graphics (After Effects)
- Video Design

Skills

Editorial & Motion: Adobe Premiere Pro, After Effects, DaVinci Resolve, Final Cut Pro

Audio & Music: Adobe Audition, Logic Pro (recording, mixing, composition)

Design & Graphics: Adobe Photoshop, Illustrator, InDesign, Lightroom, Figma

Delivery & Strategy: Multi-platform delivery (YouTube, social), captioning and accessibility, audience analytics, brand style guides

Production: Scripting, storyboarding, title and logo design, motion templates, Airtable, Notion