

Kevin Cotter



VIDEO EDITOR AND PRODUCER

Senior Digital Content Producer

2024 - Present | Pega

- Owns end-to-end video production for new product releases and feature launches, partnering with product owners from early planning through post-production and delivery.
- Plans, produces, and publishes educational and product-focused video content across company platforms, including YouTube, to support adoption and audience engagement.
- Designs and maintains scalable self-service resources that enable internal content creators to produce consistent, high-quality video content.
- Defines and continually improves video user experience standards across internal and external web platforms.
- Owns and manages a centralized library of graphical video assets, improving consistency, and production efficiency at scale.
- Owns Brightcove video platform governance, including user access management, asset lifecycle oversight, and ongoing library maintenance to ensure content remains current and organized.
- Experiments with AI-assisted tools to streamline post-production tasks, documentation, and workflow efficiency.

Multimedia Content Designer

2019 - 2024 | Pega

- Produced educational and enablement video content for the Pega Community video library, supporting developers, partners, and customers.
- Designed and implemented a templated demo video system, enabling rapid, scalable production of short-form educational content.
- Produced and managed a monthly podcast featuring Pega subject-matter experts, including recording, editing, and distribution.
- Delivered voice-over narration for eLearning and certification training modules.

eLearning Producer

2013 - 2019 | Pega

- Created eLearning videos for Pega employees, partners, and customers achieve Pega certifications.
- Collaborated with stakeholders and product owners to provide training on Pega strategic applications.
- Assisted the marketing team with internal video production.

Multimedia Assistant | Brainshark (2012 - 2013)

Multimedia Content Designer | TargetSafety (2009 - 2012)

About me

Professional video editor and producer with over ten years of experience; recognized with multiple awards for excellence in video production.

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Education

B.S. Digital Arts and Design

Full Sail University

3300 University Blvd

Winter Park, FL 32792

Tools

Adobe Premiere Pro, Final Cut Pro
Topaz Video, DaVinci Resolve, After
Effects, Photoshop, Sora AI, Iconik,
Frame.io

Awards

Global Client Support Star Award, Pega

- Received an award from the Global Client Support Team for the creation of a promotional departmental video.

Pega Hackathon, Pega

- Received an award for the Pega Hackathon video project - aimed at training internal clients on how to use Pega Software.