

Jon LaBello

Video Director & Producer

Professional Summary

Hands-on creative leader with 10+ years producing and directing video content across corporate, commercial, and freelance spaces. Blends strategic vision with execution—leading teams, managing vendors, overseeing timelines—while continuing to edit, animate, and design motion graphics that captivate.

Core Skills

Creative Leadership: Video Direction, Team Management, Vendor Coordination, Timeline Oversight, Video Strategy

Production Expertise: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Audition, Storyboarding, Producing, On-Set Direction, Post-Production, Distribution

Video Production Manager

Osaic | April 2021 - Current

- Lead video and motion creative direction for campaigns and internal communications.
- Direct on-site shoots, manage production teams and external vendors, ensuring delivery within tight timelines.
- Collaborate with design team and internal departments to produce brand-aligned content for marketing, communications, live events, virtual broadcasts, and social media.
- Maintain hands-on role as senior editor and motion designer for high-impact projects.

Senior Multimedia Designer

Osaic (formerly Advisor Group)

- Developed and established Osaic's video and motion identity through re-brand.
- Coordinated and filmed all in-house video production.

Video Producer

Sammons Financial Group | August 2014 - April 2021

- Directed, produced, and edited a wide range of corporate video content.
- Collaborated cross-functionally with marketing teams to deliver brand messaging through compelling visuals.
- Mentored junior team members, implemented workflow efficiencies, and managed large-scale projects from concept to completion.

Video Editor | Producer

JamesDugan Inc. | March 2013 - August 2014

- Edited and designed short- and long-form video content for television and commercial projects.
- Contributed as audio producer and videographer for various clients.

Contract Video Editor

Championship Productions | April 2012 - December 2013

- Edited sports training videos and designed custom motion graphics under strict deadlines.

Director of Media Productions

Arkansas Travelers Baseball Club | January 2011 - October 2011

- Produced in-game graphics, commercials, and live event audio.
- Directed talent and production crews, enhancing the fan experience through engaging multimedia content.

Education

Harding University | Searcy, AR

Bachelor of Arts | Electronic Media Production

Contact info

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