

# Larry Sands

Multi-Media Content Creator/Videographer & Editor

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## Professional Summary

I am an out-of-the-box creative able to own the whole creative space, from on-set video producer/production, director, editor, and multi-media content creator, including producing podcasts, with 7+ years of experience crafting digital storytelling for brands and social media audiences. A strategic problem-solver, I fully know the eco-system of combining finished projects & utilizing social media to raise awareness and reach. I am a strong time manager and fully able and skilled to own the creative space in end-to-end video production, editing, cross-platform content management, and creating high-performing ads for Facebook and Instagram. Known for delivering high-impact visuals that drive brand awareness and community growth.

**Notable Links (Additional Links Available on Request) :**

### Social Media

<https://www.tiktok.com/@karinnahmani/video/7575717455071431991>

### Podcast Production:

<https://open.spotify.com/show/3nL4vJ1yyvIFxLogo8h1jw>

### Branding Promo:

<https://www.youtube.com/watch?v=o4NjzCdITQ0>

## Core Skills

**Video Editing (Adobe Premiere Pro, Final Cut Pro)**, Remote/On-site **Social Media Management & Creation (Instagram, TikTok, YouTube)**, Facebook & Instagram Ads, **Public Relations (PR)**, **Graphic Design** (Photoshop, Canva) **Content Creation & Storytelling**, **Podcast Production & Management**, **Audiobook Producer**, Campaign Ideation & Strategy, Creative Direction & Scripting, Feature Film/Short Film Production, Lighting, Audio, Sound Design and Cinematography.

## Key Skills

### Production & Editing

- Directed multi-camera shoots with lavalier mics, studio lighting, and directing talent
- Time Management
- Edited content from concept to completion, including TV shows, promos, and digital content
- Synced multi-cam audio/video, adjusted sound levels, closed captions, graphics, animations

- Color correction, audio design, VO recording, and delivery for web/broadcast

### **Content Creation & Social Media**

- Able to work & ideate closely with Client to developed strategies for short/long-form and documentary content
- Deep understanding of social media best practices and Meta Ads for Facebook and Instagram
- Designed and formatted graphics/videos for platform-specific specs

### **Podcast & Audiobook Production**

- Producing, video editing, out reach and hosted multiple podcasts. Something Something Podcast - A Creative Podcast (Spotify/iHeart Radio/Amazon Music/iTunes)
- Managed recording, editing, and sound design

### **Public Relations & Copywriting**

- Writing press releases, editorial copy, articles, blogs and outreach for clients.
- Secured media coverage via pitches to national and regional outlets

### **Production Management - Feature Films, Broadcast Affiliates, Brand Promos**

- Oversaw scheduling, crew coordination, and production calendars
- Liaison for TV station deliveries and campaign rollouts
- Led creative meetings aligned with brand objectives, lead videographer, cinematographer, video editing, graphic and sound design

### **Recommendations**

I've hired Larry Sands multiple times as a videographer and editor, and he consistently delivers outstanding results. From short-form videos to a full-length documentary, Larry brings creativity, focus, and flexibility—especially in post-production, where he's patient and collaborative. He's tireless on location, skilled in graphics, and quick to solve technical issues. I highly recommend him and would work with him again without hesitation. - *Todd Whitman, Award Winning Producer "Mission Possible: Foreign Volunteers in Israel"*

Larry is by far the most positive, out-going 1st AD I have worked with on set! His energy helped carry my cast and crew through a 2-day film shoot. We were primarily shooting outside in the overbearing Texas heat, and whenever there was downtime in between takes, he would make sure everyone was taken care of. Larry always delivered whenever I asked him for anything and always went above and beyond for the cast and crew! He also had good input when creativity would run into stagnation and helped us figure out answers we were seeking during filming. He is very active like an energizer bunny and is always ahead of schedule. I will and do recommend him to anyone looking for a creative to lead their team! - Kaleb Rimer, 8lien Arts Productions

“Larry is very talented and creative... He gets the essence of your vision quickly and executes with speed and quality.” — **Sheila Thompson, Robert Lee Rush Foundation**

“A delight to work with... Enthusiastic, professional, and always on point.” — **Robert Poe, Director/Producer**

“He brings creative excellence and problem-solving to every project.” — **Maricela C. Brown, Multimedia Editor**

“He brings joy and spontaneity... and is a true professional.” — **Taylor Nichols, Actor/Producer, Diagonal Films**

## Professional Experience

Video Producer/Director, Multi & Social Media Content Creator/Manager | Branded Content Creation Freelance / Self-Employed | 2018–Present

- **Mission Possible Foreign Volunteers in Israel** - Documentary - Traveled throughout Israel for 2 weeks as main videographer shootings on the fly interviews and b-roll. In charge of all production aspects including equipment.
- **The Real Estate Business School of Salado and The Austin Real Estate Institute** - Video Producer/Videographer/Director/Editor. In charge of production and overseeing shooting and editing of 100+ hrs of online Real Estate Licensing Classes.
- **Karin Nahmani-Gut Health Expert** - Raised her profile as a gut health expert and social media presence by 200%. Press Representative for interviews and out reach, Social Media Content Creator/Management/Graphic Design, CRM including emails, blogs, Website and Store Management.
- **Carrasco Media Group** - Oversaw all productions and graphics including directing, editing multi-camera shoots, commercial, brand promos for website and broadcast affiliates.
- **Anthony Mora Communications** - Social Media Strategist & Content Crafting and Management for Clients to create brand awareness and reach.

## Featured Projects

- *Recall* - Producer, Editor, Sound Design, Actor
- *Hillsborough Road* — Producer, DP, Sound Design (Feature Film)
- *Adjusting Honor* — Producer, Editor, Actor, Sound Design (Amazon Prime)
- *Recycled Parts* — Co-Director, Editor (Netflix)
- *Touch* by NuLegend — Director, Editor (Music Video)
- *The Haunting of Phil Barber* — Producer, Director, Editor, Sound Design, Actor
- *Father's Day* — Director, Editor, Sound Design (Documentary)
- *3 Steps To A Killer Pitch* — Director, Editor (Video Series)

- *Do You Really Know Medicine* — Director, Editor, Sound Design (Multi-Camera Game Show)
- *Reality of Pain* — Director, Editor, Sound Design (Pilot/Reality Show)
- *Dr. Carrasco Show* — Editor, Sound Design (Reality Show)