

Justin Green

Senior Video Producer - Production, 3D & Generative AI

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Summary

Senior video producer with 7 years running productions end to end across 250+ corporate, commercial and social projects, from scheduling and crew coordination through shoot, post and delivery. I combine in-house brand production with freelance client work, direct experience with 3D animation, and hands-on generative AI production, including an in-house AI UGC pipeline that replaced outside vendor content.

Experience

Central Home Brands - Bingham Farms, MI (Hybrid)

Senior Video Production Manager & 3D Artist · Apr 2025 - Present

Senior Video Production Associate · May 2023 - Apr 2025

Video Production Specialist · Dec 2020 - May 2023

- Run productions from concept through delivery as the primary creative decision maker, building production timetables and coordinating crews, freelancers and talent for studio and location shoots.
- Built an in-house AI UGC pipeline (Higgsfield, ElevenLabs, Magnific) that replaced a slow, costly outside content vendor, producing short-form product ads for Meta campaigns.
- Partnered directly with C-suite leadership and set brand and messaging standards across internal and external work.
- Produce social content for Instagram, Meta, TikTok and Pinterest, and run live broadcasts to Amazon, Instagram and YouTube.
- Model and animate products in Blender for marketing and product visualization; promoted in 2025 into a combined production and 3D artist role.
- Managed and mentored a production intern across pre-production, shoots and post production.

Greenlight Studios - Greater Detroit Area

Owner & Producer · Aug 2019 - Present

- Produced commercial, brand, hospitality and wedding content for outside clients, owning client relationships, budgets, schedules and delivery.
- Plan shoots end to end: creative development, storyboarding, casting talent, scheduling, and on-location filming, lighting and audio.
- Deliver AI-generated UGC ads for product brands, plus full post-production: editing, color, audio, motion graphics and 3D.

Skills

- **Production:** Production scheduling, budgeting, crew and talent coordination, directing, cinematography, lighting, audio, live streaming, drone (FAA Part 107)
- **Post & 3D:** Premiere Pro, After Effects, Audition, color correction, motion graphics, Blender
- **Generative AI:** Higgsfield, ElevenLabs, Magnific, Claude, ChatGPT
- **Design & Web:** Photoshop, Illustrator, WordPress, JavaScript, React, HTML/CSS

Education

Michigan State University · B.A. Video Production; B.S. Advertising Management · 2019

Grand Circus · Full Stack JavaScript Bootcamp · 2023