



# Autumn Wise

## YouTube Video Ad Creator

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### SUMMARY

Passionate video content creator with over two years dedicated to crafting impactful ads for platforms like YouTube, Meta, and TikTok. Experience spans various creative projects, showcasing a deep understanding of audience engagement. Collaborated effectively with multi-disciplinary teams to align strategies with campaign objectives. Highly skilled in all stages of video production from conceptualization through to final edits. Regularly evaluated performance metrics to refine approaches, enhancing viewer response and campaign efficacy. An eagerness to contribute creativity and technical acumen towards producing high-impact video content remains at the forefront.

### STRENGTHS

- Creative Storytelling**  
Develops narratives that resonate emotionally, successfully captivating diverse audiences in various formats.
- Technical Proficiency**  
Excels in using premier editing software, notably Adobe Premiere Pro, ensuring high production-quality throughout projects.
- Collaboration Skills**  
Partners effectively across teams, getting input and consensus to refine and enhance creative outputs collaboratively.
- Analytical Mindset**  
Implements data-driven strategies supported by performance metrics, driving continuous improvement in campaigns.
- Time Management**  
Maintains composure while multitasking under tight timelines, meeting project and campaign deadlines consistently.

### SKILLS

- Video Production
- Video Editing
- Creative Strategy
- Content Optimization
- Performance Analysis
- Team Collaboration
- Social Media Advertising
- Project Management

### EXPERIENCE

#### YouTube Video Ad Creator

Creative Media Solutions 📅 January 2025 - Present 📍 Remote, USA

Overseeing production for dynamic ad campaigns across multiple social media platforms. This role involves innovating creative content tailored specifically for diverse audiences while syncing closely with marketing goals.

- Produced and delivered more than 10 high-quality video ads daily, significantly impacting engagement metrics.
- Collaborated with paid media teams, ensuring creative strategies aligned seamlessly with established campaign goals.
- Utilized media buying insights in developing optimized ads, enhancing performance and maximization of engagement.
- Managed comprehensive aspects of video production, including filming, editing, and coordinating feedback processes.
- Analyzed performance metrics continuously, iteratively refining content for improved results with each campaign iteration.
- Successfully maintained quality standards while overseeing numerous concurrent projects under strict deadlines.

#### Video Production Assistant

Digital Innovations LLC 📅 June 2024 - December 2024 📍 San Diego, CA

Supported video production processes across multiple e-commerce brand campaigns. Responsibilities included straightening narratives and polishing visuals to ensure compelling storytelling.

- Assisted in delivering over 50 visually engaging ads, strengthening skills in narrative development and aesthetics.
- Worked alongside senior content creators, contributing fresh ideas through collaborative brainstorming sessions.
- Gained nuanced experience with video editing tools, improving proficiency in post-production tasks.
- Conducted thorough research on emerging trends, directly informing innovative content creation methods.
- Played an instrumental role in supporting film shoots, focusing on optimizing setup for sound and lighting conditions.
- Participated in productive team meetings assessing timelines, fostering a supportive and cooperative work environment.

### LEADERSHIP & AWARDS

- Best Emerging Content Creator – 2025
- First Place at University Film Festival – 2024

## Brand Development

Digital Marketing Storyboarding

Post-Production Visual Effects

Media Buying Audience Insights

Scriptwriting

## LANGUAGES

English Native

Spanish Proficient

## MY CAREER



● YouTube Video Ad Creator at Creative Media Solutions (1.4 Years)

● Video Production Assistant at Digital Innovations LLC (6 Months)

## EDUCATION

### Bachelor of Arts in Media Production

University of California, Los Angeles 🎓 GPA: 3.8 📅 2024 📍 Los Angeles, CA

**Coursework:** Video Editing, Digital Marketing, Film Theory, Social Media

## CERTIFICATIONS

- Certificate in Video Production 📅 2025
- Adobe Certified Expert in Premiere Pro 📅 2025

## TECHNICAL SKILLS

- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, Avid Media Composer
- **Production Equipment:** Cameras, Lighting Kits, Microphones
- **Analytics Tools:** Google Analytics, Facebook Analytics, YouTube Studio
- **Collaboration Platforms:** Trello, Asana, Slack
- **Creative Software:** Adobe After Effects, Canva, DaVinci Resolve
- **Marketing Automation:** Mailchimp, HubSpot, Hootsuite
- **Social Media Platforms:** YouTube, Instagram, Facebook
- **Content Management Systems:** WordPress, Squarespace, Wix
- **Learning Management Systems:** Moodle, Canvas, Blackboard
- **Graphic Design Tools:** Photoshop, Illustrator, InDesign

## PROFESSIONAL AFFILIATIONS

- Member of National Association of Broadcasters
- Participant in Local Film Community Events

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST