JOELLE DONA

Video Editor / DTC

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PROFESSIONAL SUMMARY

Dynamic and detail-oriented Video Editor delivering high-impact visual storytelling across **social media** platforms. Proven track record of streamlining post-production workflows, managing extensive asset libraries, and optimizing content for maximum viewer engagement. Expert at transforming raw footage into polished, platform-specific narratives under tight deadlines.

CORE COMPETENCIES

- **Technical Skills:** Advanced Video Editing • Motion Graphics • Sound Design & Audio Mixing • Color Grading • Multi-Cam Editing • Subtitling & Captioning • Asset Management
- **Tools & Software:** Adobe Premiere Pro • After Effects • Photoshop • Illustrator •
- **Industry Expertise:** Vertical Video Formats (Instagram Reels, TikTok, Shorts) • YouTube Standards • Broadcast Specifications • High-Bitrate Export Configurations

PROFESSIONAL EXPERIENCE

Video editor| JN media pro

January 2023 – March 2025

- Edited and optimized engaging video content, resulting in an increase in viewer retention and audience engagement across digital platforms.
- Streamlined the post-production pipeline by implementing a permanent, structured library of recurring assets (sound effects, motion presets, and music cues), cutting project turnaround time
- Crafted high-retention short-form vertical content (Instagram Reels, TikToks) utilizing dynamic pacing, customized text styles, and seamless transition techniques.
- Collaborated closely with directors and content creators to execute complex visual transformations, including advanced masking, background replacements, and multi-layered visual effects.

- Managed the end-to-end post-production process—including rough cuts, audio gain staging, color correction, and final delivery—for many successful video projects.
- Designed custom, reusable motion graphics templates and lower thirds to maintain strict visual brand consistency across multiple campaigns.
- Synchronized and edited complex multi-camera shoots and multi-track audio layouts, ensuring flawless technical precision under tight delivery windows.
- Delivered platform-optimized exports tailored to varying aspect ratios, bitrates, and audio specifications.

Digital Marketing Consultant | Media Network

February 2017– September 2021

- Served as the primary point of contact for a portfolio of many client accounts, responding to daily inquiries and resolving issues quickly.
- Conducted regular check-in meetings and project reviews with clients to ensure high satisfaction and alignment on goals.
- Built and maintained strong, long-term relationships with key client stakeholders to encourage account renewals.
- Gathered client feedback and collaborated with internal teams to continuously improve service delivery.
- Scheduled and published daily content across Instagram, Facebook, and LinkedIn
- Monitored social media channels, responding to user comments, direct messages, and customer inquiries daily.
- Coordinated with graphic designers and video editors to prepare social media assets, text captions, and hashtags.
- Tracked weekly social media metrics like follower growth, post reach, and engagement rates.
- Identified opportunities to introduce additional services or features to existing clients, successfully expanding account value.
- Prepared and presented client performance reports, highlighting key wins and project data.
- Tracked and managed account renewal timelines to maintain a high client retention rate.
- Handled contract renewals and upselling conversations naturally during regular account reviews.

Manager Assistant | Axa

January 2014– February 2016

- Managed the manager’s daily and weekly calendar, scheduling client meetings, internal reviews, and project deadlines.
- Coordinated and adjusted appointments to resolve scheduling conflicts and maximize the manager's daily efficiency.
- Arranged domestic and international travel itineraries, including flights, hotels, and ground transportation.
- Prepared daily briefs, agendas, and necessary documents ahead of the manager's scheduled meetings.
- Attended team and client meetings to take detailed notes, track action items, and distribute summaries to stakeholders.
- Followed up with team members on pending tasks and deliverables to ensure project deadlines were met on behalf of the manager.
- Assisted in preparing presentation decks, spreadsheets, and visual materials for executive reviews.
- Organized and coordinated internal team events, client hospitality, and company workshops.

EDUCATION

Bachelor Degree in Business Administration

American University of Science and Technology| *2016*

- **Key Achievements:** with Honors