

FERNANDO FALCO

Video Producer | Video Editor | Content Creator

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SUMMARY

Creative and results-driven Video Producer with over 10 years of experience in visual storytelling, digital media production, and content creation. Skilled in end-to-end video production, colour grading, and post-production, with additional expertise in videography, photography, and short-form social media content. Experienced in producing engaging digital content that increases audience engagement and brand visibility across platforms including Instagram, YouTube, and TikTok. Proficient in Adobe Premiere Pro, After Effects, and DaVinci Resolve, with a strong eye for cinematic storytelling and visual detail. Passionate about creating visually compelling content that connects with audiences, supports brand growth, and delivers high-quality storytelling across digital platforms.

SKILLS

- Video Editing & Post-Production in Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro
- Colour Grading & Correction in DaVinci Resolve
- Motion Graphics & Animation in Adobe After Effects
- Livestream Production OBS, XSplit Broadcaster, StreamYard
- Cinematography & Camera Operation of DSLR, Mirrorless and Studio Cameras
- Lighting & Production Setup
- Audio Editing & Mixing
- Drone Videography (DJI Mini 4 Pro)
- Content Creation for Social Media, expert in Short-form video (Reels, TikTok, YouTube Shorts)

EXPERIENCE

Freelance Video Producer & Videographer | Self-Employed, QLD, Australia | July 2023 – Present

- Produce, film and edit video content for small businesses, entrepreneurs and personal brands.
- Create promotional videos, corporate event coverage, and branded social media content.
- Deliver professional photography for brands, events and lifestyle campaigns.
- Develop creative concepts that strengthen brand storytelling and audience engagement.
- Manage multiple projects simultaneously while maintaining deadlines and client expectations.
- Integrate new editing workflows and AI tools to streamline production and enhance video quality.

Video Editor & Post Producer | Goodwill Projects, Brisbane, Australia | June 2025 – September 2025

- Edited full podcast episodes for the show *No More Mondays*, ensuring clean audio, strong pacing, and visual consistency across episodes.

- Created engaging short-form content (Reels, TikTok, YouTube Shorts) from long-form podcast material to maximise social media reach and engagement.
- Designed graphics and visual assets aligned with brand identity for use across multiple platforms.
- Collaborated with marketing and production teams to deliver fast turnarounds and produce content aligned with digital trends and audience insights.

Video Producer | InEnglish — Gold Coast, Australia | January 2024 – October 2024

- Managed end-to-end video production, from concept development to final delivery.
- Developed social media video strategies focused on Instagram engagement and educational content formats.
- Produced short-form video content including Reels and Stories optimised for digital platforms.
- Filmed and edited instructional videos, tutorials, and classroom content for online learning platforms.
- Managed production timelines and content delivery to meet social media posting schedules.

Video Producer & Senior Video Editor | Grupo El Comercio (Major Digital Media Network) – Lima, Peru
August 2016 – September 2022

- Produced and edited high-volume video content for Peru's largest media network across news, politics, sports and entertainment platforms.
- Managed end-to-end production for Depor's YouTube channel, producing over 200 videos that contributed to a 30% growth in subscribers and an average of 50K views per video.
- Directed and produced weekly live streams on Facebook and YouTube, increasing real-time audience engagement by 50%.
- Delivered high-quality post-production including colour grading, motion graphics (After Effects), and sound design to elevate visual storytelling.
- Collaborated with journalists and reporters to transform complex news stories into engaging digital video content.

Video Editor | Baratti Studios — Lima, Peru | September 2014 – May 2015

- Edited documentary-style wedding films, focusing on cinematic storytelling and emotional narratives.
- Collaborated directly with clients to understand creative preferences and deliver personalised edits.

Video Editor | Universidad Tecnológica del Perú — Lima, Peru | January 2014 – June 2014

- Produced, filmed and edited promotional and journalistic video content for university media platforms.
- Created videos for social media, web platforms, and internal broadcast channels.
- Applied visual effects, sound design, and animation techniques to enhance production quality.

Video Editor | RBC Television — Lima, Peru | January 2013 – December 2013

- Edited television news stories for daily newscasts.
- Performed colour correction and audio enhancement to ensure broadcast-quality production.

EDUCATION & CERTIFICATIONS

- Intensive General English (Advanced Level)
The Language Academy – Gold Coast, Australia
2023
- Colour Correction in DaVinci Resolve
EPIC – School of Film and Video Arts of Lima
2018
- Bachelor of Digital Media (Audiovisual Production)
Universidad Tecnológica del Perú – Lima, Peru
2017
- After Effects Motion Graphics & Motion Tracking
Area 51 Training Centre – Lima, Peru
2016

EQUIPMENT

Owns and operates professional video production equipment including:

Canon EOS R6 Mark II
DJI Ronin S3 Gimbal
DJI Mini 4 Pro Drone

Used for commercial, corporate and branded video production projects.

ADDITIONAL INFORMATION

Working Rights

Full-time working rights in Australia

Languages

English – Professional working proficiency

Spanish – Native

Certification

VETASSESS – Certified Video Producer