Henrique Lima

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SUMMARY

Freelance Video Editor with 7 years of experience, specializing in creating short-form ads. Successfully collaborated with teams on high-profile projects for clients like Netflix, TBS, and NBAtv, enhancing packages with motion graphics, color correction, and audio adjustments, achieving a 25% cost reduction and a 10% increase in viewership. Efficiently documented workflows and leveraged automated processes to streamline operations and improve training times by 20%.

EXPERIENCE

Freelance Video Editor

Self Employed   **August 2019 – Present, Remote**

· Clients Include: Netflix, TBS, TRUtv, ELEAGUE, TurnerSports, NBAtv, GUESS.
· Collaborated with a team of creatives to create compelling movie trailers for Netflix.
. Enhanced existing packages with motion graphics, color correction, audio adjustments, and other tools to improve quality while lowering overall cost by 25%.
. Collaborated with producers to actively pursue upgrades, create interesting packages, new graphical teases and elements, and improvements for various shows to increase viewership by 10%.
. Documented workflows for use by other video editors to decrease training times, reducing a week's worth of training time by 20%.
. Operated tape rooms, organized, transcoded, and transferred media for session materials working with a variety of different file formats (i.e. MP4, MXF, AAC, VTT, SRT, PNG, VTT, SRT).
. Integrated the use of scopes, audio mixers, and automated processes to quality control media before being used in session or delivered for air to minimize wasted time and increase efficiency.

Digital Content Specialist

Cisco   **November 2022 – Present, Remote**

· Developed over 5 hours of high-quality educational content for Cisco CCNA using video and file editing tools.
· Conducted reviews for over 100 videos/files per week ensuring 99% accuracy and meeting 99% Of deadlines on schedule.
· Collaborated with content developers, instructional designers, and subject matter experts to create engaging video content aligned with learning objectives.
· Ordered on average 500 hours of transcripts a week using 3Play and uploaded MP4s and PNGs to the Xyleme LCMS.
· Processed 300 pages of content a week for ePub and print.
· Operated in an Agile development environment and communicated project status effectively.

Head of Production & Lead Video Editor

Token Metrics   **May 2020 – October 2022, Remote**

· Turned 10+ hours of raw footage a week into multiple 15 – 30 minute educational videos and 15 – 60 second videos for social.
· Defined, curated, and executed the video content roadmap with input of various stakeholders to increase subscriber base by 430%.
· Trained and supervised 5+ editors and interns every quarter to polish their skills and capabilities.
· Operated camera, lighting, and audio equipment in order to capture footage both in person and fully remote using Riverside, Zoom, Restream, and other remote recording and streaming softwares.
· Managed and automated publishing of content on various digital platforms,including YouTube and TokenMetricsTV (Hosted on Brightcove/Beacon) freeing up 10+ post-production hours per week.
· Created Motion Graphics template and MOGRT files as needed (i.e. Lower Thirds, Titles, Bumpers, etc.) saving 15+ editing hours per week.
· Developed and implemented producer-free recording method. Method gained adoption by the entire team, freeing up 5+ production hours per host, per week.

EDUCATION

Bachelors of Science in Game Design and Development

Minor in Computer Science · Kennesaw State University · Kennesaw, GA · 2018 · 3.55
· Graduated Summa Cum Laude

SKILLS

Premiere Pro, After Effects, Photoshop, Blender 3D, Illustrator, DaVinci Resolve, Unity 3D, Unreal Engine, AR/VR, Jira, Riverside, Restream, Xyleme LCMS, Color Correction, Marketing, Advertising, Audio Editing, Sound Design, Encoding, JavaScript, C++, C#, PHP, HTML, CSS.