

# CHRISTIAN JAYVEE L. CALA

Video Editor & Social Media Specialist

christianjayveecal3003@gmail.com | 09773516170 | D.Veloso St., Baybay City, Leyte

## SUMMARY

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Creative video editor with 5 years of experience producing engaging short and long form contents . Skilled in delivering quick turnarounds often within 24 hours while sourcing B-roll, adding sound design, creating captions, and ensuring smooth storytelling flow. Recognized for consistently tailoring edits to match each creator's vision, driving strong audience engagement. Seeking to contribute expertise in video editing and content creation to a dynamic, growth-oriented team.

## EDUCATION

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### Visayas State University

- Bachelor of Science in Computer Science (Undergraduate) September 2022 – Present

### Visayas State University Integrated High School

- High School Diploma | June 2016 – July 2022

## EXPERIENCE

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### Freelance Video Editor (Self-Employed) | September 2021 – Present

- Edited over 400 videos for local and international creators, ensuring brand consistency and engagement.
- Delivered projects 27% faster than industry standards while maintaining high production quality.
- Enhanced visual storytelling through advanced motion graphics and color grading, increasing average watch time by 20%.
- Developed efficient editing workflows, reducing turnaround times by an average of 30%.
- Advised clients on platform-specific content optimization, improving cross-platform engagement by 25%.

### Assistant Video Editor (Freelance) | December 2022 – October 2023

- Edited and refined 60+ high-impact videos, ensuring polished content for large-scale creators.
- Organized and maintained over 500GB of video assets, improving workflow efficiency by 22%.
- Analyzed engagement trends and recommended strategic improvements, leading to a 15% increase in audience retention rates.

### Social Media Manager (Freelance) | September 2021 – July 2022

- Developed and executed content strategies, increasing post consistency by 40% and follower growth by 36%.
- Implemented data-driven social media tactics, resulting in a 30% increase in engagement and video reach.
- Optimized captions and interactive content to align with gaming and eSports trends, improving audience interaction by 20%.
- Monitored audience behavior and adjusted strategies accordingly, achieving a 15% higher retention rate.

## RELEVANT SKILLS

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- **Content Creation:** Video Editing, Motion Graphics, Sound Design
- **Social Media Management:** Strategy, Engagement, Analytics
- **Design & Tools:** Davinci Resolve, Adobe Premier Pro, After Effects