TONY SOTELO
Editor / Motion Graphics Artist

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PROFESSIONAL SUMMARY

Creative Video Editor and Motion Graphics Artist with a strong foundation in post-production, storytelling, and visual design. Experienced in editing, compositing, and animating for branded content, social campaigns, and digital platforms. Combines technical precision with artistic intuition to craft visually compelling narratives that enhance engagement and brand identity. Adept at managing full production pipelines — from concept and editing to color correction and delivery — while collaborating closely with creative teams to ensure seamless execution. Passionate about cinematic editing, motion design, and pushing visual boundaries through innovative workflows and design systems.

EDUCATION

Coding Temple - Certificate, Full Stack Software Developer (Specialization in Backend Development)
The Los Angeles Film School - B.S. Animation (Concentration in Visual Effects)

SKILLS

Editing & Motion Design: Adobe Premiere Pro, After Effects, Photoshop, Illustrator, DaVinci Resolve, Audition
Techniques: Color Grading, Keying, Tracking, Compositing, Typography Animation, Visual Storytelling
Post-Production Workflow: Asset Management, Template Automation, Version Control, QC, Delivery Standards
Tools & Plugins: Red Giant, Mocha AE, BorisFX, Video Copilot Suite, Expression-based Animation
Other Skills: Creative Direction, Sound Design, Branding Integration, Cross-Team Collaboration

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PROJECTS

Product Launch Campaigns (Paleovalley)
- Edited and animated performance-based video ads optimized for social platforms, achieving high engagement through data-driven creative testing.
- Designed dynamic motion graphics templates to accelerate future campaign turnarounds and maintain brand cohesion.
- Enhanced pacing, narrative flow, and visual rhythm using advanced transition design and typography animation.

Brand Identity Animations (LADB)
- Developed animated logo packages, lower thirds, and graphic systems for broadcast distribution and online streaming.
- Built modular motion templates for scalable use across multiple shows and social formats.
- Integrated live-action footage with CG composites and motion elements for cohesive storytelling.

Shortform Editorial Reels (Independent)
- Produced and edited cinematic reels showcasing diverse motion graphics styles, including kinetic type, camera-mapped 2.5D animation, and tracked compositing.
- Managed full post-production from raw edit to sound mix, color grade, and final encoding for delivery.

EXPERIENCE

Software Developer - Coding Temple | Remote
Oct 2024 - May 2025
- Developed RESTful APIs with Flask and MySQL, enabling full CRUD functionality and seamless data flow between frontend and backend systems.
- Built responsive React interfaces with dynamic forms, routing, and state management, improving user experience and reducing navigation time.
- Collaborated in an agile, cross-functional environment to debug, test, and optimize features, cutting bug resolution time by 30%.
- Integrated AI/ML techniques using Pandas and NumPy in personal projects to automate data analysis and enhance predictive insights.
- Led group projects by coordinating tasks, clarifying blockers, and ensuring smooth communication for on-time delivery.

Motion Graphics / Video Editor - Paleovalley | Remote
Mar 2023 - Apr 2025
- Produced visually engaging performance ads optimized for platform-specific algorithms, balancing creative storytelling with strategic audience targeting.
- Collaborated with marketing and creative teams to develop high-conversion visuals that elevated brand visibility across Meta, YouTube, and TikTok.
- Streamlined post-production workflows using template automation, expression controls, and preset systems to increase efficiency and consistency.
- Implemented version control and agile production methods to manage fast-paced content schedules under tight deadlines.
- Used A/B testing and analytics insights to refine visual tone, pacing, and messaging for maximum viewer retention.

Motion Graphics / Video Editor - Los Angeles Distribution & Broadcasting | Los Angeles, CA
Jun 2021 - Mar 2023
- Designed and executed broadcast-quality motion graphics for commercial and digital projects, integrating typography, 3D renders, and live-action elements.
- Managed simultaneous projects from concept to delivery, ensuring consistent visual language and smooth handoffs between creative and technical teams.
- Executed complex compositing tasks including tracking, rotoscoping, and effects integration using After Effects and Mocha AE.
- Delivered projects ahead of schedule by optimizing render pipelines and utilizing automated scripts for repeated tasks.
- Maintained brand integrity across multiple channels through consistent graphic systems and creative direction alignment.

Master Control Operator - LATV Network| Culver City, CA
Mar 2014 - Jun 2021
- Monitored on-air broadcast quality to meet FCC and internal network standards, ensuring 24/7 operational consistency.
- Troubleshot technical issues in live broadcast environments with minimal downtime, showcasing precision and adaptability.
- Conducted final QC, audio balancing, and timing adjustments within Adobe Premiere and broadcast systems before airing.
- Collaborated with engineers, producers, and editors to optimize delivery workflows and ensure broadcast readiness for network and OTT platforms.