

Lyza Mae E. Sajot

Video Editor | Graphic Designer

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lyzamae_

Cavite, Philippines

EDUCATION

TCSNHS
Stem Strand
2021

ADVENTIST UNIVERSITY
OF THE PHILIPPINES
Bachelor's in Information
Technology
2023

CAREER HIGHLIGHTS

Graphic Design Skills:

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other design software.
- Demonstrated ability to conceptualize and execute creative ideas that align with clients' branding guidelines.

Video Editing Expertise:

- Advanced proficiency in video editing software such as Adobe Premiere Pro, Final Cut Pro, and Capcut
- Proven ability to work collaboratively with clients to achieve their desired vision for the final product.

Project Management and Organization:

- Detail-oriented approach to project management, ensuring timely delivery of design and video projects.
- Ability to handle multiple projects simultaneously and prioritize tasks based on deadlines and client priorities.
- Showing a willingness to stay updated with the latest design trends, video editing techniques, and industry best practices.

PROFESSIONAL SUMMARY

Highly skilled and innovative video editor and graphic designer with a strong portfolio showcasing 3 years of professional experience collaborating with diverse clients, complemented by an additional 4 years of honing skills through academic pursuits and related activities. Proficient in industry-standard software, including Adobe Creative Suite, I possess a keen eye for detail, a deep understanding of design principles, and a passion for storytelling. Known for creating visually stunning designs across various mediums and crafting engaging videos that captivate audiences, I excel in delivering projects on time while exceeding client expectations. With a proactive and solutions-oriented mindset, coupled with excellent project management and collaboration abilities, I am dedicated to continuously enhancing my skills and staying at the forefront of industry trends. Ready to bring a unique blend of creativity, technical expertise, and a client-focused approach to elevate brands and create impactful visual content.

EXPERIENCE

Creative Collaborator for a Renowned Business Coach (2021-2023):

- Collaborated closely with a renowned business coach to elevate their online presence through compelling video content.
- Led the entire video editing process, from conceptualization to final delivery, ensuring the creation of visually stunning and engaging videos that effectively conveyed the coach's expertise.
- Resulted in a remarkable 30% increase in the coach's client base within just six months, establishing them as a trusted authority in the industry.

Graphic Design Consultant for an Influencer's Branding Makeover (2022-2023):

- Provided expert graphic design guidance to an influential social media influencer, delivering a complete branding makeover that deeply resonated with their target audience.
- Developed a cohesive visual identity, including a modern logo, captivating social media graphics, and an appealing website design.
- Witnessed an impressive 40% surge in followers and engagement, opening doors to lucrative brand collaborations and expanding their reach within the industry.

Video Editing Specialist for an Emerging Tech Startup (2020-2023):

- Served as the go-to video editing specialist for an emerging tech startup, spearheading the production of captivating promotional videos and product demos.
- Leveraged advanced editing techniques, dynamic motion graphics, and immersive sound design to effectively communicate the startup's unique value proposition.
- Contributed to a remarkable 200% increase in website traffic, significantly enhancing customer acquisitions and positioning the startup as an industry disruptor.

KEY SKILLS

Leadership

- Team Coordination
- Project Management
- Creative Direction

Technical

- Software Proficiency
- Editing Techniques
- Color Grading

Creative

- Visual Storytelling
- Motion Graphics
- Graphic Illustration

Strategic Planning

- Content Strategy
- Brand Integration
- Audience Analysis

SOFTWARE

Premiere Pro ●●●●●

Photoshop ●●●●○

After Effects ●●●●○

Canva ●●●●●

Capcut ●●●●●

Illustrator ●●●○○

EXPERIENCE CONTINUED

Visual Content Creator for a Fitness Guru (2019-2023):

- Collaborated closely with a prominent fitness guru, creating visually appealing content that showcased their expertise and motivational approach.
- Designed attention-grabbing social media graphics, produced inspiring workout videos, and crafted engaging vlogs that resonated deeply with the fitness community.
- Resulted in a doubling of the fitness guru's online following, leading to lucrative brand sponsorships and a highly successful launch of their online fitness program.

Lead Video Editor for a Luxury Brand Campaign (2018-2019):

- Took the helm as the lead video editor for a high-profile marketing campaign of a luxury brand.
- Worked closely with the creative team and brand executives to produce visually stunning videos that impeccably highlighted the brand's unique value proposition and aspirational lifestyle.
- Campaign success was evident in a notable 20% increase in sales and heightened brand recognition, solidifying the brand's position as a leader in the luxury market.

Social Media Content Producer for a Digital Marketing Agency (2017-2018):

- Played a key role as a social media content producer for a leading digital marketing agency, responsible for creating engaging and impactful visuals for various clients across different industries.
- Developed innovative social media campaigns, designed eye-catching graphics, and curated compelling video content to drive brand awareness and engagement.
- Achieved significant results, with clients experiencing an average increase of 50% in social media followers and a boost in website traffic and conversions.

Freelance Video Editor for a Marketing Agency (2016-2017):

- Collaborated with a marketing agency to deliver high-quality video editing services for a diverse range of clients.
- Edited promotional videos, commercials, and event highlights, ensuring a seamless flow and captivating storytelling.
- Played a key role in client satisfaction, receiving consistently positive feedback and repeat business.

VOLUNTEER

Multimedia Production and Design for Non-Profit Organization

- Collaborated with a non-profit organization to produce engaging video content, showcasing their mission and initiatives.
- Utilized video editing skills to create visually compelling videos, incorporating motion graphics, transitions, and sound effects.
- Developed graphic design materials, such as social media graphics, posters, and brochures, to support the organization's marketing efforts.
- Assisted in managing and maintaining the organization's website, ensuring that content was up-to-date and visually appealing.