# ROZ VASQUEZ

**AI VIDEO EDITOR | VIDEO EDITOR | CREATIVE CONTENT SPECIALIST**

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## PROFESSIONAL SUMMARY

AI-focused video editor with 3+ years of experience creating short-form content, paid social advertisements, promotional videos, and film projects. Combines cinematic storytelling and direct-response creative principles with AI-assisted workflows for video production, image generation, and visual enhancement. Experienced in developing advertising concepts, researching creative trends, and producing content for Facebook, Instagram, and TikTok.

## CORE EXPERTISE

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| **AI & Creative Workflows**<br>Prompt engineering, AI-assisted production, AI image generation, visual enhancement, workflow efficiency | **Video & Post-Production**<br>Short-form editing, ad creative, storytelling, pacing, sound design, color grading, motion graphics |
| **Advertising & Content**<br>Direct-response creative, UGC-style ads, creative strategy, concept development, social content optimization | **Supporting Digital Skills**<br>Graphic design, Shopify store and product management, Meta Ads, e-commerce administration |

## PROFESSIONAL EXPERIENCE

**Video Editor • AI Video Editor — RJP GEMS** Jul 2025 – Jul 2026

- Produced social media and paid advertising videos for a luxury jewelry brand across Facebook, Instagram, and TikTok.
- Developed advertising concepts through competitor research and market analysis, applying storytelling and direct-response editing principles.
- Created AI-generated marketing assets and promotional graphics, integrating AI tools into the creative production workflow.
- Collaborated with the marketing team to test, refine, and iterate creative assets in support of campaign performance.

**Paid Ads Video Editor (Contract) — AR Prints** Apr 2025 – Oct 2025

- Edited product-focused short-form ads for Facebook, Instagram, and TikTok to support paid advertising campaigns.
- Refined storytelling, pacing, captions, and visual flow to improve clarity and audience retention.

**Video Editor • Lead Editor • Sound Designer • Colorist — Timsi Production** Mar 2024 – Jul 2025

- Edited short films, promotional videos, and commercial content from pre-production through post-production.
- Handled sound design, color grading, promotional graphics, and cinematic pacing to strengthen visual storytelling.

**Video Editor • Graphic Designer (Contract Intern) — SWR Technologies** Jan 2025 – Apr 2025

- Produced corporate and promotional videos and designed digital marketing graphics for multiple campaigns.
- Worked with internal teams to keep video and graphic assets aligned with brand requirements.

## FREELANCE & INDEPENDENT SERVICES

Freelance creative work across AI-assisted video and visual production, graphic design, Shopify development and administration, product catalog management, Meta Ads, and content strategy. Uses prompt engineering and AI tools to develop image concepts, enhance visuals, and support efficient creative workflows.

## TOOLS & SOFTWARE

**Video:** Adobe Premiere Pro, DaVinci Resolve
**Design:** Adobe Photoshop, Adobe Illustrator, Figma, Canva
**AI:** ChatGPT, Claude, Magnific AI, Nano Banana, Sora, Veo 3, Kling, HeyGen, ElevenLabs, Flux
**Digital:** Shopify, Meta Ads, Microsoft Office

## EDUCATION

**Bachelor of Science in Information Technology** — University of Camarines Norte (2021–2026)
**Senior High School** — University of Santo Tomas – Manila (2021–2026)