



ABBIE ALEJO

SENIOR VIDEO EDITOR & MOTION DESIGNER

WORK EXPERIENCE

RALPH CREATIVE Los Angeles, CA
SR. VIDEO EDITOR / MOTION DESIGNER 01/2023 - 05/2024

- From conceptualization to execution, collaborated with a team of strategists to create cutting-edge social content across 80+ campaigns and brands
- Managed a pod of junior/mid level editors and motion designers and contributed to their growth through direct feedback and guidance
- Communicated with producers to staff projects and assess team bandwidth to ensure deadlines were met

VIDEO EDITOR / MOTION DESIGNER 10/2019 - 12/2022

- Created pitch deck content, resulting in the company's acquisition of client-work
- Edited and animated episodic assets for multiple titles at a time, ensuring delivery on tight deadlines

CASHMERE AGENCY Playa Vista, CA
MOTION GRAPHICS DESIGNER 04/2018 - 09/2019

- Animated graphics for promotional material and social campaigns, clients included: Jack in the Box, SheaMoisture, Netflix, Hulu, FX, TNT, STARZ, and more
- Assisted with project organization best practices, the creation of motion templates, and on-boarding

BRAINJOLT MEDIA Pasadena, CA
VIDEO PRODUCER & SOCIAL DESIGNER 10/2016 - 08/2017

- Created digital content to be published on the company's seven vertical social networks, resulting in millions of impressions and engagements
- Scope of work included: branding, web banners, illustrations, media kits, UI mocks, short-form videos, and live broadcast productions on Facebook Live

HOT MAKEUP PROFESSIONAL Beverly Hills, CA
SOCIAL DESIGNER & WEBMASTER 08/2015 - 10/2016

- Touched-up product photos, designed social posts, and created newsletter blasts
- Responsible for the upkeep of the company's eCommerce Shopify website by updating product listings and maintaining the front/back end

CONTACT

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CAMPAIGN AWARDS

PERCY JACKSON & THE OLYMPIANS
Shorty Awards 2024, Finalist

POWER BOOK II: GHOST (season 03)
Webby Awards 2024, Nominated

TRANSFORMERS: RISE OF THE BEASTS
Clis 2023, Shortlisted

EDUCATION

THE ART INSTITUTE OF CALIFORNIA
NORTH HOLLYWOOD, CA
Web Design & Interactive Media
Bachelor of Science, with Honors
August 2011 - December 2014

PROFICIENCIES

Adobe Suite	Color Correction
After Effects	Sound Design
Premiere Pro	Narrative Edits
Photoshop	Promotional Edits
Illustrator	Compositing
InDesign	Camera Tracking
Red Giant	2D & 2.5D Animation

Team Management
Constructive Feedback
Project Oversight & Quality Checking
Conceptualization