

HAENA CHON

SENIOR VIDEO EDITOR • CREATIVE PRODUCER • VIDEOGRAPHER

Fort Lauderdale, FL | [858-926-9656](tel:858-926-9656) | haenachon96@gmail.com | haenachon.com | linkedin.com/in/haenachon

Dear Hiring Manager,

I'm a Senior Video Editor and Creative Producer with more than eight years of professional experience creating corporate marketing, branded content, and digital campaigns across YouTube, Instagram, TikTok, Facebook, and other digital platforms. Throughout my career, I've led creative projects from concept through final delivery, producing content that has generated more than 70 million cumulative video views while helping brands strengthen audience engagement and achieve measurable business results.

In my current role at Life Extension, I lead end-to-end creative production for commercial campaigns, product launches, educational videos, podcasts, motion graphics, paid social content, and multi-camera livestreams. I collaborate closely with cross functional marketing teams to bring campaigns from concept through final delivery while maintaining quality across every stage of production. I have also embraced AI-powered creative workflows to streamline production, improve efficiency, and enhance the creative process.

Alongside my full-time role, I've built an independent creative business producing content for brands, agencies, and digital creators across a wide range of industries. From growing a client's YouTube channel from 31,000 to more than 200,000 subscribers in under nine months to producing viral social content with millions of views, I've developed a strong understanding of audience behavior, platform strategy, and effective storytelling. Working with diverse clients has strengthened my ability to adapt quickly, manage multiple priorities, and consistently deliver high quality creative work.

What excites me most is the opportunity to join a collaborative team of creative, forward-thinking professionals where I can contribute both creatively and strategically. I'm passionate about staying ahead of industry trends, embracing new technologies, and continually finding better ways to tell visual stories that connect with audiences and support business goals.

Thank you for your time and consideration. I appreciate the opportunity to be considered and look forward to discussing how I can contribute to your team.

Sincerely,
Haena Chon

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PROFESSIONAL SUMMARY

Senior Video Editor and Creative Producer with 8+ years of professional experience delivering corporate marketing, agency, and independent creative projects. Generated 70M+ video views by producing engaging content for digital marketing, social media, and branded campaigns. Experienced in leading projects from concept through delivery while partnering with marketing teams to create content that increases audience engagement and business impact.

CORE SKILLS & TOOLS

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- Video Editing • Motion Graphics • Livestream, Live Event and Podcast Production • Multi-Camera Operation • Live Switching • Lighting • Audio Recording • Color Correction

SOFTWARE

- Adobe Creative Suite • Premiere Pro • After Effects • Photoshop • OBS Studio • HubSpot

AI & CREATIVE TOOLS

- Runway • Veo • Kling • Nano Banana • Higgsfield • Midjourney • Abacus.AI • ChatGPT • Claude • Gemini

PROFESSIONAL EXPERIENCE

Video Editor & Motion Graphics Designer | [Life Extension](#)

April 2019 – Present

Miami-Fort Lauderdale Area

- Generated 30M+ views across product and educational channels through strategic editing and creative direction.
- Executed post-production for the Live Foreverish podcast, helping grow it into the top 5% of podcasts globally while increasing downloads 25% and viewership 15%.
- Led end-to-end creative production for product launches, brand campaigns, and video assets for paid social advertising from concept through final delivery.
- Produced 50+ short-form videos and 35+ livestream broadcasts per review period, maintaining consistent quality at high volume.

Content Marketing Specialist (Email & Video) | [Next Level SEM \(Part-Time\)](#)

August 2020 – Present

Miami-Fort Lauderdale Area

- Created email marketing campaigns, social media content, and video assets for paid digital advertising campaigns.
- Managed an email audience of 94K to 106K subscribers, achieving an 8.83% click through rate, approximately 3x the industry benchmark.
- Monitored campaign performance and optimize engagement, maintaining 19 to 23% open rates while consistently keeping unsubscribe rates low.

Independent Creative Producer & Video Editor | [Freelance \(Independent Business\)](#)

January 2014 – Present

Fort Lauderdale, FL

- Launched and scaled a personal YouTube channel to 50,000+ subscribers and 14M+ views, building a foundation in video production, editing, SEO, thumbnail design, audience growth, and platform analytics.
- Transformed that experience into an independent freelance business producing video content for brands and creators across YouTube, Instagram, and other digital platforms.
- Grew a client's YouTube channel from 31,000 to 200,000+ subscribers in under nine months by improving viewer retention through strategic editing, audience analytics, and content optimization.
- Produced a YouTube Short with nearly 10M views and an Instagram Reel with 3.84M views and 245K likes, contributing to 19.1M total views, 3.9M reach, and a 32.3% increase in engagement over 90 days.
- Consistently exceeded platform benchmarks with a 6.2% interaction rate, approximately double the industry average.

Visual and Social Content Manager | [AccountingTax by Andrew Argue, CPA](#)

May 2018 – April 2019

Miami-Fort Lauderdale Area

- Built and operated multi-camera broadcast systems for live training events, directing live broadcasts while managing audio, lighting, graphics, live switching, and junior production staff.
- Oversaw weekly webinar production with consistent delivery and quality standards.

Graphic Design & Social Media Producer (Internship) | [Sony Music Entertainment](#)

June 2017 – August 2017

New York City, New York

- Designed and produced Sony Music Entertainment's first Facebook video banner, developing motion graphics and digital assets for campaigns across Instagram, YouTube, Facebook, and Snapchat.
- Collaborated with digital product managers and social media teams to execute artist marketing initiatives and multi-platform digital campaigns.
- Worked across all Sony Music Entertainment labels, including Columbia Records, Epic Records, and RCA Records.

EDUCATION

Furman University

Bachelor of Arts, Double Major in Information Technology and Graphic Design, 2018