Alejandro Daetz

Creative Video Editor | Direct-Response Ads, YouTube & Podcasts

Bucaramanga, Colombia (Remote) | alejandrodaetz@gmail.com | linkedin.com/in/alejandrodaetz |
Portfolio: alejandro-daetz-portfolio.pages.dev

SUMMARY

Creative Video Editor with 12+ years of experience in post-production, sound design and visual storytelling. For the past 2 years I have edited direct-response video ads for US DTC brands at TubeScience; brands have put $2M+ in ad spend behind the ads I've edited, with my top ad scaling to $777K after testing. Skilled in paid social (Meta, TikTok, YouTube), UGC, motion graphics and AI-assisted production, as well as long-form YouTube, video podcasts, corporate and documentary work. I also bring team leadership: I supervised a ~20-person team against QA, AHT and CSAT targets, directed a small creative team at my own production company, and today give creative direction and edit notes to editors at a UGC studio. English (C1) and native Spanish, with experience working async with US teams.

SKILLS

Editing & Post-Production: Adobe Premiere Pro, Adobe After Effects (certified, Master GFX), Adobe Media Encoder, DaVinci Resolve (color grading and color correction), multicam editing

Formats: Direct-response ads, paid social (Meta, TikTok, YouTube Shorts), UGC, testimonial and before/after ads, stop motion, kinetic typography, motion graphics (MOGRTs, Essential Graphics), long-form YouTube (retention and pacing), video podcasts, ad localization (Japanese, German)

Performance: Hooks and thumbstop, retention and pacing, variant testing, reading spend, thumbstop, CTR and CPA to iterate

Leadership: Team supervision (~20 people), KPI tracking (QA, AHT, CSAT), one-on-one feedback and coaching, edit notes and creative direction for editors, process improvement

Audio: Sound design, audio cleanup and mixing, EQ, podcast voice optimization, Descript

AI & Automation: Kling, Runway, Higgsfield, Adobe Firefly, ElevenLabs, HeyGen, Make, n8n, Claude, Claude Code

Design: Adobe Photoshop (statics and thumbnails), Canva

Workflow: Frame.io, Iconik, Monday.com, Slack, Zoom

Languages: English (C1, full professional), Spanish (native)

PROFESSIONAL EXPERIENCE

Freelance Creative Video Editor — TubeScience Nov 2024 – Present

Remote

- Edit high-volume direct-response video ads for leading US DTC brands, including Hims & Hers, HelloFresh, Good Chop, Noom and Pets Table.
- Brands have put $2M+ in ad spend behind my edits. Top winners: Pets Table ($777K spend), Good Chop ($147K spend, 39.6% thumbstop) and Hims ($128K spend, launch to Win in 12 days).
- Build hooks and pacing that hold attention in the first 3 seconds, and deliver multiple hooks, lengths and variants per concept for testing on Meta, TikTok and YouTube.
- Combine UGC, testimonials, before/after, stop motion, motion graphics and AI-generated elements (Firefly, Kling, Runway, ElevenLabs).
- Localize ads for international markets, including Japanese and German versions.
- Work async with US creative and strategy teams through Frame.io, Iconik, Monday.com and Slack.

Creative Advisor / Editing Lead (Freelance) — Estudio 7 2025 – Present

Cobán, Alta Verapaz, Guatemala (Remote)

- Provide creative direction to a team of 2–3 editors producing UGC videos for brands and companies.
- Write edit notes and guidelines on structure, hooks and pacing, and coach editors on how to approach each video before delivery.

Social Media Manager & Content Producer — El Retiro Lodge Mar 2024 – Nov 2024
Lanquín, Guatemala

- Shot, edited and published photo and video content for the lodge, its website and its social channels.
- Designed menus, posters and banners, growing the brand's online presence with guests and clients.
- Also led bar and restaurant operations and organized on-site events.

Video Producer, Photography & Social — Zephyr Lodge Lanquín Oct 2022 – Mar 2024
Lanquín, Guatemala

- Led the full visual strategy (photo, video, animation and social) for a hospitality brand serving international travelers.
- Directed, shot and edited promotional pieces, long-form commercials and short-form social content.
- Drove sustained growth in followers and views and contributed to increased bookings.
- Built and updated the website to improve the booking funnel and user experience.

Audiovisual Producer — Cobán Municipality May 2021 – 2022
Cobán, Guatemala

- Directed filming and live-event coverage for the municipality's annual beauty pageant broadcasts and official communication campaigns.
- Delivered on tight deadlines with approval workflows across multiple government departments.

Audiovisual Producer — ACEL Group S.A. 2020 – Jul 2022
Cobán, Guatemala

- Shot and produced corporate and promotional video from concept to delivery for several regional brands.
- Produced videos, reels, TikToks, motion graphics and voice-overs, and managed social media calendars.

Freelance Video Producer & Editor — Self-employed Jan 2020 – Oct 2021
Cobán, Guatemala

- Produced promo videos, reels, photography and event coverage for restaurants, gyms, fashion boutiques, beauty salons and live music events.

Team Supervisor — 24-7 Intouch Nov 2018 – Apr 2019
Guatemala

- Supervised a team of ~20 customer-experience agents supporting Walmart.com.
- Managed team performance against QA, AHT and CSAT targets, with regular one-on-one feedback and coaching.
- Tracked results and led process improvements to raise quality and efficiency.

Co-Founder & Creative Director — Kova Media Jan 2017 – 2020
Guatemala

- Co-founded a video production company and led a team of ~4 (editors and crew) as creative director, for retail, restaurant, fitness, hospitality and international nonprofit clients (Plan International, Scouts Guatemala).
- Edited long- and short-form YouTube content focused on pacing, audience retention and animation.
- Handled full production for commercials, interviews and corporate video: scripting, shooting, editing, sound design and color.
- Managed post-production for multiple simultaneous projects while keeping visual and audio quality consistent.

Video Producer, Editor & Animator — Independent 2014 – 2017
Guatemala

- Wrote, shot, edited and published original YouTube content on a two-videos-per-week schedule, plus event videos for private and corporate clients.

EDUCATION

Communication & Film — Universidad Panamericana, Guatemala 2017 – 2020

CERTIFICATIONS

Adobe After Effects: Motion Graphics Course — Master GFX 2019