

Carlos Adrián Joya Cadena

Video Editor & Motion Designer | 2D Animator | AI-Assisted Video Production

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PROFESSIONAL SUMMARY

Video Editor and 2D Animator with 6+ years of experience producing short-form and long-form video for digital brands, marketing teams, and multi-brand organizations in the U.S. Most recently Video Editor Team Lead, managing a team of 3 editors and serving as the main post-production contact for clients. Specialized in high-retention social media content (TikTok, Instagram Reels, YouTube Shorts), YouTube videos, podcasts, webinars, explainer animations, and motion graphics. Uses AI tools (Claude, Gemini, Higgsfield, Veo, Nano Banana) to speed up editing, subtitling, and content optimization while keeping full creative control. Fluent in English (C1), with a track record of delivering high-volume work in fully remote, asynchronous teams.

CORE SKILLS

- Video Editing & Post-Production:** Short-form and long-form editing, social media video, YouTube, podcast and webinar editing, pacing and retention editing, sound design, color correction, multi-format delivery
- Motion Graphics & Animation:** 2D character animation, motion graphics, explainer videos, kinetic typography, animated titles, lower thirds, transitions, frame-by-frame and cut-out animation, storyboarding, basic 3D animation (Blender)
- AI-Assisted Video Production:** Claude, Gemini, Higgsfield, Veo, Nano Banana, AI subtitle generation, AI editing acceleration, ideation and content optimization
- Content Strategy:** Hook development, audience retention, platform-specific editing, aspect-ratio adaptation (9:16, 1:1, 16:9), storytelling for engagement
- Production Workflow & Leadership:** Team leadership, client management, end-to-end post-production, asset management, versioning, template systems, quality control

PROFESSIONAL EXPERIENCE

Global Connect Solutions — Hybrid

Video Editor Team Lead

Oct 2024 – Present

Jul 2026 – Present

- Lead and mentor a team of 3 video editors producing short-form and long-form content for digital marketing, social media, and branded communications.
- Serve as primary post-production contact for external clients and leadership: translate briefs, present concepts, and manage feedback loops.
- Direct video and animation projects for dlivrd portfolio companies (Expedite, Gigeo) and third-party clients, ensuring brand alignment.
- Built a centralized content library with standardized templates and workflows, cutting revision time and raising output consistency.
- Produce platform-optimized assets for TikTok, Instagram Reels, YouTube Shorts, and paid ad campaigns to meet client KPIs.

Video Editor & Audiovisual Producer

Oct 2024 – Jul 2026

Promoted to Team Lead in July 2026.

- Edited and produced short-form and long-form video for marketing teams and client campaigns, managing post-production end to end: footage organization, editing, animation, sound design, revisions, and delivery.
- Created 2D animations and motion graphics (titles, transitions, lower thirds) aligned with brand guidelines.
- Improved turnaround time and consistency by standardizing editing workflows and reusable motion graphics assets.
- Delivered scalable video assets reused across multiple campaigns and channels, strengthening brand presence on social platforms.

Video Editor

dlivrd Technologies Inc. (last-mile logistics holding company) — Remote

Oct 2024 – Present

- Lead video editing and 2D animation at the holding-company level for multiple brands, including Expedite and Gigeo, adapting visual language to each business model.
- Edit podcasts and webinars, handling video and audio post-production and platform-ready delivery for marketing and education.

- Built shared video systems and reusable animation templates that enabled faster, cross-brand content production.
- Translate complex logistics concepts into clear explainer animations with marketing, product, and leadership teams.

Video Editor

Dec 2024 – Jul 2026

Expedite (last-mile delivery technology platform, North America) — Remote

- Led video editing and 2D animation for brand awareness, product explainers, operational communication, and marketing campaigns.
- Created motion graphics that clarified delivery workflows and service value propositions for business customers.
- Scaled content production through shared animation systems and optimized post-production workflows.

Video Editor

Nov 2024 – Jul 2026

dlivrd Difference (nonprofit and community impact initiative) — Remote

- Produced short-form and long-form videos for social impact campaigns, internal communication, and social media.
- Developed 2D animations that simplified messages and increased engagement in outreach and awareness efforts.

2D Animator

Oct 2023 – May 2025

coSchool (education and digital learning platform) — Remote

- Created 2D animated educational videos, managing projects from concept and storyboard to final delivery.
- Worked with instructional and creative teams to turn learning objectives into clear, engaging animations.
- Delivered reusable animation assets for multiple courses and kept a consistent visual style across subjects.

Freelance Video Editor & 2D Animator

2018 – Present

Self-employed — Remote

- Edit short-form and long-form videos and 2D animation for U.S.-based clients including Gigeo, dlivrd Difference, Planly, Praze, Nibble, and Vanuse.
- Produce motion graphics for branded content, short films, and digital campaigns, combining animation with live-action footage.
- Define visual direction and delivery requirements directly with clients while managing multiple projects independently.

EDUCATION

Bachelor's Degree in Audiovisual Production — Universidad Autónoma de Bucaramanga, Colombia

2023

TECHNICAL SKILLS & TOOLS

- **Editing & Design:** Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Animate, Final Cut Pro, CapCut, Krita, Blender
- **AI Tools:** Claude, Gemini, Higgsfield, Veo, Nano Banana
- **Productivity & Collaboration:** Google Workspace, ClickUp, Clockify, Slack, Google Meet, Microsoft Teams

LANGUAGES

English: C1, full professional proficiency | **Spanish:** Native