

# JUAN FELIPE CRUZ

**VIDEO PRODUCER · VIDEO EDITOR · CONTENT CREATOR**

Vancouver, BC, Canada | [juan@vancruz.com](mailto:juan@vancruz.com)

[linkedin.com/in/juanfelipecruzs](https://www.linkedin.com/in/juanfelipecruzs) | [behance.net/juanfelipecruz1](https://www.behance.net/juanfelipecruz1)

## PROFESSIONAL SUMMARY

Video Producer, Video Editor and Content Creator with 4+ years of experience producing social-first, product education, branded and on-camera content for YouTube, TikTok, Instagram Reels and digital campaigns. Leads projects from concept, research and scriptwriting through filming, hosting, editing, motion graphics, thumbnails and delivery. Combines bilingual English-Spanish storytelling, digital marketing, visual design and AI-assisted workflows.

## PROFESSIONAL EXPERIENCE

### Video Producer | On-Camera Content Creator | Digital Marketing

Wondershare Technology Inc. (Filmora), Burnaby, BC | Jun 2024 - Apr 2026

- Contractor, then full-time Video Producer. Led end-to-end production for product education, feature launches and social campaigns, from concept and scripts through filming, editing and final delivery.
- Produced 200+ creative assets, including 160+ short-form videos, 50+ long-form videos, 70+ thumbnails and 25+ collaborative videos for marketing and education channels.
- Contributed to 20M+ short-form views, 434K+ long-form views and 742K+ collaborative-video views. Figures reflect aggregate portfolio output.
- Presented tutorials and product content on camera in English and Spanish, translating technical software features into clear demonstrations and audience-focused stories.
- Built repeatable SOPs and AI-assisted workflows for ideation, asset creation, localization and editing with global marketing, product, design and creative teams.

### Social Media Content Creator

Athenaworks, Bogota, Colombia | Aug 2021 - Jun 2022

- Produced educational technology content across YouTube and social platforms, managing research, scripts, editing, publishing and platform optimization.
- Helped grow the company's social audience from 100 to 15,000 followers through consistent publishing and platform-specific storytelling.

### Independent Video Creator

Freelance | Remote | 2016 - Present

- Create educational, branded and entertainment videos for personal brands, influencers and technology clients, covering concepts, scripts, filming, editing, motion, thumbnails and social cutdowns.

## EXPERIENCE, SKILLS & EDUCATION

### EDUCATION

#### Digital Marketing Co-op Diploma

Cornerstone International Community College of Canada | Apr 2025 - Mar 2026

- Completed. Focus: campaign management, social media, web analytics, SEO, digital marketing, Adobe Photoshop and WordPress.

#### UI/UX Design Co-op Diploma

Cornerstone International Community College of Canada | Jan 2023 - Jan 2025

- Completed. Focus: product design, interaction design, analytics, web design, Agile UX and product management.

#### Bachelor of Fine Arts - Media Arts / Digital Communication

Universidad de los Andes, Colombia | 2016 - 2021

- Minors: Business Law; State and Law.

### CORE SKILLS & TOOLS

Video production: Concept development, research, scriptwriting, directing, hosting, camera operation, lighting, audio, scheduling and production coordination.

Post-production: Long-form and short-form editing, motion graphics, color correction, captions, sound, social cutdowns, thumbnails and content packaging.

Content & marketing: YouTube, TikTok, Instagram Reels, product education, social storytelling, content strategy, SEO, analytics, audience retention and localization.

Software: Filmora, Adobe Premiere Pro, After Effects, Photoshop, Canva, Figma and WordPress.

AI workflows: ChatGPT, Gemini, Veo, Kling, Runway and Sora for ideation, asset creation, image-to-video and production support.

### CERTIFICATIONS & LANGUAGES

HubSpot Inbound Marketing · Hootsuite Social Media Marketing · Hootsuite Platform Certification

Spanish - Native | English - Fluent

### ADDITIONAL CANADIAN EXPERIENCE

Lounge Assistant · Plaza Premium Group, Vancouver · Jun 2023 - Jun 2024

Sales Associate · TELUS, Vancouver · Feb 2023 - Jul 2023