
Anthony Llamas

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SUMMARY

An experienced video creator and writer developing quality content for brand awareness and user engagement.

PROFESSIONAL EXPERIENCE

Video Editor

February 2023 – Present

Freelance

San Jose, CA

- Film, edit, and write concept ideas for multiple food trucks, significantly increasing foot traffic and user engagement via social media by 85%.
- Edited 8 videos and music cover art for a Grammy producer building a brand of social assets.
- Currently working with a Creative Director at “Uninterrupted” building pitch decks and social assets for artists and sports athletes (undisclosed).

Video Moderator

August 2022 - January 2023

Telus International

San Jose, CA

- Set up Sony DSLR’s and iPhone cameras to record onsite research study involving Apple’s smart watch technology and user engagement.
- Conducted daily edits (15 participants a day) to highlight key user feedback for future iterations of research.
- Led participant research sessions, collected engagement data, and analysis based upon participant feedback.

Video Editor

January 2019 - May 2022

Being Real Is Quality

Long Beach, CA

- Shot and edited photos and videos for “Being Real Is Quality” Instagram page (@BeingReallsQuality).
- Managed social media platforms like Instagram by utilizing marketing techniques to increase exposure that led to a 125% increase in brand exposure/Follower count.
- Worked directly with the brand creator to brainstorm and execute ideas for consumer attraction, focusing on digital marketing and increasing sales by 55% in three years.

EDUCATION

Bachelor of Arts in Psychology, Minors in Cinematic Arts and American Studies & Ethnicity

University of Southern California (USC)

Los Angeles, CA

- Trojans FC Captain (19-20 season)
- Latino Alumni Association Scholarship recipient
- Latino Student Association Board Member

SKILLS & INTERESTS

Skills: Premiere Pro, Final Cut Pro, Photoshop, Canva

Languages: English (Fluent), Spanish (Fluent)