

DANA CHARITON

VIDEO EDITOR

CONTACT

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- Los Angeles, CA

EDUCATION

California Institute of the Arts

Bachelor of Fine Arts
2020

SKILLS

Editorial:

Creative Direction, Social Media Formats, Sound Design, Color Correction, Voice Over, Stock Licensing, Script Writing/Supervising, Quick Wit

Creative Software:

DaVinci Resolve, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Media Encoder, Lightroom, Audition, IPV's Curator, Audacity, FileZilla

Project Management Tools:

Slack, Monday.com, Frame.io
Atlassian's Jira & Confluence,
Google Meet, Sheets, Drive,
Facebook Ads Manager,
Tableau, Google Ads Manager,
Scali by Quality Score

EXPERIENCE

Lead Video Editor

Golden Hippo - Los Angeles

Feb 2022 - Dec 2022

- Created top performing ads for the exclusive brand Ultimate Pet Nutrition
- Led entire production of ads from concept suggestion and script writing, to shoot direction, asset management, and video editing
- Directed on site video shoots to ensure exceptional production quality
- Acted in video shoots as UGC-style talent reading scripts and improvising
- Meticulously incorporated team notes to accelerate editing and iteration process
- Completed approximately 10 new content ads a week ranging from 1 - 45 minutes
- Edited approximately 40 iterative, small variable differentiation testing videos per week
- Monitored competitor ads and current popular fads to provide data-backed proposals
- Tracked analytics (ie. Spend, Impression, Target Return on Investment, etc.) on all ads
- Gathered assets from branded material, stock sites, or personally shot all needed footage
- Communicated daily sharing creative ideas, analytic summaries, and feedback via Slack, Google Meet, Atlassian's Jira and Confluence

Video Editor

TubeScience - Los Angeles

Oct 2020 - Nov 2021

- Independently built top performing social media ads for brands as large as Savage X Fenty, Fabletics, Curology, Madison Reed, IPSY, Noom, and Prose Haircare
- Formed unique personal organization systems to expedite asset management
- Constructed all color correction, sound design, graphics, final edits, and iterations
- Simultaneously balanced a diverse brand portfolio, specializing in stylized graphics
- Surveyed popular social media trends to guarantee cutting-edge brand progression
- Set the standard for brand's aesthetic consistently throughout entire online presence
- Strictly adhered to said brand guidelines while suggesting innovative, progressive ideas
- Quickly iterated on data-backed winners to ensure maximization of spend and impression

Video Editor

BIT Investigations, Contract - Los Angeles/Palm Springs

Aug 2018 - Sept 2020

- Advised creatives on web specifications, guidelines, and popular trends
- Worked with investigators to assemble scripts, raw images, and footage
- Met all scheduled deadlines earlier than expected without sacrificing quality
- Helped establish an online media presence to a sensitive, responsive audience
- Diligent production budget organization, management, and assignment delegation
- Edited realistic crime re-enactments to create cohesive storylines for true crime cases
- Managed all aspects of post-production: engagement with comments and messages on all social media profiles, timely updates, media archiving, and project standardization
- Created eye-catching, complex graphics that demonstrated authenticity and gained audience trust
- Assisted in creation of True Crime Daily, the largest true crime podcast in the nation at that time