

Tom Ho

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Objective:

Seeking a full-time or part-time role as an experienced multimedia professional utilizing video production for strategic marketing to help companies grow sales and gain more exposure. Skilled in creating engaging visual content, including photography, videography, video commercials, and infomercials. Proficient in leveraging video production to drive social media campaigns, direct commercials, and execute promotional strategies that deliver measurable results. Adept at analyzing consumer behavior and incorporating insights to achieve marketing success and business growth. Dedicated to delivering innovative multimedia solutions through creativity and technical expertise.

Professional Experience:**Mong Up Nail System, Brea**

2019-Present

- Collaborated with international companies to drive product development and secure high-quality purchases, ensuring alignment with brand and market demands.
- Produced tutorial videos showcasing tips and techniques to enhance customer understanding and effective use of the products through engaging step-by-step video tutorials designed to simplify complex techniques and ensure customer success.
- Created video content, infomercials, and marketing materials for brand promotion.
- Produced weekly live-streamed events for YouTube, Instagram, Tiktok and Facebook.
- Executed promotional campaigns and social media strategies to expand the brand's online presence.
- Salon-to-salon sales, engaging directly with clients to promote products and services while analyzing consumer behavior to better address market needs and preferences.
- Actively gathered customer feedback to improve product offerings and services.
- Performed product photography and video shoots to create engaging visual assets for marketing and promotions.
- Designed and maintained the company's website, updating content.

The Nail Tips Show, Brea

2018-2019

- Directed and edited video content for social media platforms, including Instagram, YouTube, and Facebook.
- Collaborated with nail and beauty industry leaders, including OPI Nails, CND, Orly, KUPA Inc, NuGenesis Nails, and Apres Nails, to create tailored marketing campaigns and engaging content that showcased their innovations.
- Organized and hosted virtual live events to promote client product launches, delivering engaging presentations to highlight new innovations and drive audience interest.
- Promoted companies at trade shows by conducting interviews and presenting their new products and innovations, effectively driving engagement and showcasing industry advancements.
- Met with clients across a variety of departments to discuss ideas, objectives, and strategies for commercials and infomercials, ensuring alignment with their goals.
- Managed multi-cam live streaming and executed product photo shoots for promotional campaigns.
- On-location video interview with multi-camera setup
- Conducted online live video training sessions to educate customers on efficient product usage and maximize satisfaction.
- Specialized in product photography and videography for commercials, ensuring high-quality visual content tailored to brand identity and marketing goals.

Paris By Night Entertainment, Fountain Valley

2011-2018

- Produced engaging video content, commercial, infomercials, and live-streamed events.
- Collaborated with teams to create promotional materials and marketing campaigns.
- Coordinated and executed live event production, including technical setups, take down and on-site troubleshooting, to ensure seamless broadcasts.
- Produced and directed live home shopping segments for Vietface-TV channel, delivering engaging product showcases through compelling storytelling, dynamic visual presentations, and a focus on driving viewer engagement and sales.
- Negotiated and secured deals with suppliers to source products for the TV home shopping channel, ensuring alignment with audience preferences and market trends.
- Met with clients to discuss ideas, objectives, and strategies for commercials and infomercials, ensuring alignment with their goals.

Education:

Bachelor of Science: Business Administration major in Management Information Systems
California State Polytechnic University, Pomona | 1998

Skills:

- **Video Production:** Infomercials, marketing campaigns, product promotions
- **Editing & Design:** Adobe Creative Suite (Premiere Pro, Photoshop)
- Directing for talk shows, and infomercials for marketing purpose
- **Cameras & Equipment:** DSLRs, ENG Cameras, Sony, Panasonic, Black Magic Design, Canon
- **Drone Operations:** Aerial video and photography
- **Live Streaming:** Multi-cam live setups for events and social platforms
- **Web Design:** Website creation, editing, updating
- **Social Media Management:** YouTube, Facebook, Instagram, TikTok
- **Technical Proficiency:** IT troubleshooting, hardware/software diagnostics, system upgrades
- Quick learner
- **Marketing Expertise:** Campaign development, critical thinking, problem-solving
- **Sales Expertise:** Salon-to-salon sales, customer engagement
- **Customer service:** Problem solving, troubleshooting
- **Photography & Videography:** Product photography, visual content creation
- **Event Production:** Live event coordination and execution

Portfolio:

- Website: TOMDHO.COM
- Mong Up Nail System: MONGUP.COM

