

# LENON FREIRE

## SENIOR VIDEO EDITOR & MOTION DESIGNER

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## SUMMARY

Over 6 years of experience editing Direct-Response, DTC, and UGC-style ads for Meta, YouTube, and TikTok. Worked in the largest Digital Marketing consultancy firm in LATAM before partnering with US agencies and clients.

## WORK EXPERIENCE

VIDEO EDITOR 01/2025 – Present

*Performance Golf / FL, United States (Remote)*

- Edited DTC and UGC-style ads in cooperation with media buying and copywriting teams to boost metrics (CTR, AOV, CPM, Retention, Thumbstop, etc.);
- Collaborated with the Creative Director to execute creative-focused strategies using the latest trends in the niche;
- Iterated top-performing ads with new scroll-stoppers to scale them further across platforms.

VIDEO EDITOR 11/2023 – 05/2024

*Neon Flux / FL, United States (Remote)*

- Edited over 70 Direct-Response and UGC-style ads with motion graphics for engaging paid social content;
- Reviewed scripts and deliverables, recommending improvements and identifying gaps to ensure quality;
- Conceived AI-based ads and iterations to boost performance and generate more leads;
- Collaborated with other teams to meet tight deadlines, ensuring high-quality outputs.

VIDEO PRODUCER 07/2022 – 08/2023

*V4 Company / São Leopoldo, RS, Brazil*

- Managed a YouTube channel with daily video content, 100K+ subscribers, and strategic metrics analysis;
- Produced and edited 80+ ads to run as paid media on Meta and Google Ads within a budget of US\$400K/month;
- Engaged with cross-functional teams to streamline processes and boost efficiency;
- Contributed to brainstorming for new series, campaigns, ads, VSLs, and A/B testing.

VIDEOMAKER & 2D ANIMATOR 02/2013 – 06/2022

*Action Jelly - YouTube / São Paulo, SP, Brazil*

- Created a YouTube channel that reached 300,000 subscribers, 42M views, and 1.6M watched hours;
- Operated on scripting and storyboarding for 2D animations, resulting in unique content engaging the community;
- Collaborated with prominent creators on YouTube to produce eye-catching animations that reached 50M+ views;
- Partnered with sponsors to plan creative influencer marketing campaigns and branded content.

## EDUCATION

UNIVERSIDADE FEDERAL DA BAHIA

*Bachelor of Arts in Social Communication*

01/2012 – 06/2017

*Salvador, BA, Brazil*

## ADDITIONAL SKILLS

- Proficient in Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Figma, Asana, ClickUp, Notion, and Slack;
- Bilingual in English and Portuguese.

## CERTIFICATES

- Grow with Google / Digital Marketing
- YouTube Space / Strategic Content Production