

# Zaldy Caoile

Nickname **Paldz**  
Birth Date **12.30.95**

## CORE SKILLS

- Video Editing & Visual Storytelling
- Creative Strategy & Marketing Content
- Graphic Design & Marketing Posters
- Short-Form Content (Reels, TikTok, Shorts)
- Long-Form Video (Vlogs, Cinematic Content)
- Motion Graphics & Visual Effects
- Sound Design, Mixing & Audio Cleanup
- Social Media Content Creation
- Brand Consistency & Visual Identity

## TOOLS & SOFTWARE

- CapCut (Primary – fast, efficient video editing)
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Photoshop (Graphic Design & Marketing Assets)

## PROFESSIONAL EXPERIENCE

### Video Editor / Creative Specialist

#### Essential Funding Group 2023 – Present

- Edit and strategize marketing videos focused on lead generation and conversions
- Produce direct-response video ads for social media platforms
- Collaborate with marketing teams to optimize hooks, pacing, and CTAs
- Adapt content into multiple formats (short-form and long-form)

#### AKT Services / WGS 2023 – Present

- Create end-to-end creative assets including videos and graphic posters for social media
- Develop consistent visual branding across platforms
- Produce promotional and internal content aligned with company messaging

### Video Editor

#### FadPro World 2023

- Edited promotional videos and social media content for fashion campaigns
- Worked closely with brand visuals, pacing, and trend-based edits
- Delivered short-form content optimized for engagement

### Video Editor / Graphic Artist

#### Real Estate Industry 2016 – 2022

- Edited property walkthroughs, promotional videos, and client-focused content
- Produced long-form videos and marketing materials for real estate professionals
- Helped elevate brand presence through clean, professional visuals

VIDEO EDITOR | CREATIVE STRATEGIST | GRAPHIC ARTIST

## PROFESSIONAL SUMMARY

Creative Video Editor, Creative Strategist, and Graphic Artist with 10+ years of experience in video editing and graphic design, and 8+ years of professional work across real estate, fashion, lending/funding, and BPO industries. Specializes in marketing-driven video content, short-form and long-form storytelling, and visually compelling graphic assets. Strong background in visual communication, brand consistency, and efficient production workflows using CapCut and Adobe tools. Actively utilizes AI-powered tools when appropriate to enhance creative quality, speed up workflows, and improve final output. Adept at turning concepts into engaging visual content for social media, marketing, and advertising.

## CAREER BACKGROUND

- Video Editing & Graphic Design since 2012 (started as a hobby)
- Professional Creative Work since 2016

## CONTENT CAPABILITIES

- Long-Form Video Vlogs & Cinematic Videos
- Short-Form Reels / TikToks / Shorts
- Marketing & Promotional Videos
- Graphic Posters & Social Media Visuals
- Motion Graphics & Visual Enhancements
- Basic Sound Design, Mixing & Audio Editing

## WORK STYLE

- Fast and efficient editor with strong attention to performance metrics
- Comfortable working remotely and collaborating with global teams
- Balances creativity with marketing objectives
- Detail-oriented, adaptable, and deadline-driven



Hire Me!  
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