

PEDRO GERARDO BOTELLO VAZQUEZ

Mid-Video Editor / Storyteller

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Professional Summary

Creative and detail-oriented Video Editor with a strong background in storytelling and cinematic language. Experienced in editing music videos, commercials, and social media content for international brands and niche markets. Skilled in trend-based editing, color grading, and crafting engaging visuals tailored to specific audiences. Proven ability to lead editing projects and deliver under tight deadlines. Passionate about creating content that connects emotionally and visually.

Professional Experience

Lead Video Editor | Elite Media Marketing | Jun 2023 – Present

- Led the editing of digital campaigns for U.S.-based brands, ensuring fast turnaround and visually compelling content.
- Oversaw and executed performance-focused edits for DTC ads, UGC, and social media content, blending storytelling with marketing goals.

Freelance Video Editor | Independent Projects | Jan 2020 – Present

- Edited music videos for both emerging and established artists, applying cinematic techniques to enhance narrative and visual impact.
- Created engaging social media ads, branded content, and promotional videos tailored to specific audiences and platforms.
- Worked with niche brands like Grilla Box, leveraging trend-based effects and transitions to attract younger demographics.
- Handled full post-production workflows: from raw footage to final delivery, including sound design, color grading, and motion graphics.
- Collaborated remotely with international clients, consistently meeting tight deadlines while adapting to different creative visions and brand tones.

Education

Centro de Estudios Cinematográficos | 2021 – 2023

Core Competencies

Adobe Creative Cloud | After Effects | Premiere Pro | DaVinci Resolve | Storytelling | Production | Teamwork | English | Spanish