

Daniel Granda

Social Video Editor | Filmmaker & Digital Content Producer

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Portfolio: daniel-granda.com

Profile

Performance-minded video editor and filmmaker with 15+ years crafting content across paid acquisition, organic social, and brand storytelling. Currently producing 400+ unique assets per month leveraging AI-enhanced pipelines since their earliest availability to maximize output and balance performance across channels. Expert in Premiere Pro and After Effects with strong instincts for pacing, hooks, and platform-native storytelling. Award-winning editor (10+ international festival selections) who balances craft with conversion metrics: thumbstop, retention, CTR, VTR. Driven by curiosity, continuous learning, testing, and growth.

Core Competencies

- Short-form & social-first editing (Reels, TikTok, Shorts)
- Performance creative: hooks, pacing, retention optimization
- Adobe Premiere Pro, After Effects, DaVinci Resolve
- Motion graphics, animated captions, text callouts
- Conversion-focused paid video & organic content
- Platform-native editing across paid and organic channels
- AI-assisted workflows: Runway, Kling, Veo, Claude Code, Higgsfield
- Sound design, music selection, brand voice alignment
- Self-directed editing from raw footage without briefs
- A/B hook testing, n8n automation, vibe coding pipelines

Experience

Lead Video & Media Producer

Sep 2023 – Feb 2026

Kreyol Essence | Miami, FL

- Owned concept-to-delivery of all brand and product video, producing 400+ unique assets/month (brand films, TikTok/Reels, photography). Finalist in Black Ambition 2024 & Beauty Matter 2025.
- Built AI-assisted workflow using Claude Code for storyboarding, scripting, and hook testing; Higgsfield, Runway, Kling, Veo, and Nano Banana for rapid asset iteration, increasing creative velocity by 3–5x through A/B performance testing.
- Tested 800+ hooks monthly across paid and organic channels; achieved 70–85% 3-second retention (vs. 55–65% traditional), 4–9% CTR, and 40–55% 30-second hold rate as a solo AI-augmented editor.
- Introduced n8n automations and Claude Code API pipelines, elevating on-time approvals from 70% to 96% and boosting finalized deliverables by 200%+.

Camera Operator & Editor

2022 – 2023

Alternative Audiovisual Productions | Miami, FL

- Edited two feature-length documentaries in DaVinci Resolve; secured 10+ international festival selections.
- Created motion graphics and hand-crafted animations in After Effects. Won Impact Doc Awards, Audience Choice Award, and Best Inspirational Film.
- Managed full post-production pipeline: color grading, sound design, motion graphics, and delivery to festival-quality standards.

Video & Photography Editor

May 2022 – Sep 2023

Miguel Angel Productions | Miami, FL

- Edited and color-graded 150+ emotion-driven, high-end aesthetic videos (events, brand stories, culture pieces); supervised sound & music licensing.
- Pioneered early AI pipeline adoption for raw footage culling, improving asset retrieval time by 60%; led remote team of 4 editors/animators with style guides & LUTs.

Digital Content Producer (Contractor)

Jan 2020 – May 2022

International Labour Organization (UN) | Remote / Peru

- Directed and edited 3 micro-documentaries and animated explainer videos using After Effects, Premiere Pro, Photoshop, and Illustrator with hand-crafted animations. Adopted by 5 NGOs; explainer reached 100k+ views.
- Managed full remote production cycle: research, on-location filming, post-production, sound design, and international delivery.

Founder, Senior Editor & Animator

Dec 2017 – Dec 2019

Reach Digital Agency | Clients: Microsoft, The North Face, United Nations, Channel 4, Got Talent, UPC

- Founded agency and produced digital content, brand videos, and animations for enterprise and broadcast clients across diverse formats.

Education & Languages

B.A. Communications & Marketing

Universidad de Lima, 2018

Specialty: Audiovisual Production

Universidad de Lima, 2017

Bilingual

Spanish (Native) | English (Professional)

Recognition

- Impact Doc Awards, Winner
- Boca Raton JFF, Audience Choice
- Faith in Film, Best Inspirational
- 10+ International Festival Selections
- Black Ambition 2024, Finalist
- Beauty Matter 2025, Finalist

Technical Toolkit

Edit/Motion: Premiere Pro, After Effects, Photoshop

Color/Edit: DaVinci Resolve, LUT creation, HDR

Audio: Fairlight, Audition, music licensing

AI Gen: Runway 4.5, Kling, Veo, OpenClaw

AI Dev: Claude Code, Cursor, Codex, GPT, Gemini

AI Accel: Higgsfield, Nano Banana, open-source

Auto: n8n, Adobe scripting, API pipelines

Ops: Notion, Slack, cloud asset management