

# SAMANTHA WOO

## VIDEO EDITOR & MULTIMEDIA DESIGNER

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Vimeo: <https://vimeo.com/showcase/11945455> | Portfolio: [swoo.space](http://swoo.space)

### EXPERIENCE

#### **Video Editor, Union Square Media Group**

**Mar 2024 - Aug 2025**

- Produced an average of 40+ short-form video ads weekly across multiple aspect ratios for paid social platforms (Meta, YouTube, TikTok, Snapchat) promoting home services and e-commerce products.
  - Created the company's two top-performing ads of 2024, ranked by conversion volume and ROAS.
- Shot and sourced footage, wrote and refined scripts, recorded and mixed voiceovers, and added subtitles, sound design, and motion effects to finalize creatives.
- Collaborated with creative and media buying teams to ideate and test new ad concepts.
- Supported the graphic design team by producing static creatives and ad graphics as needed.

#### **Lead Video Editor, BLEND Localization**

**Jun 2022 - Nov 2023**

- Produced branded video content including promotional campaigns, case studies, social ads, webinars, and event recaps based on marketing briefs.
- Used motion graphics, digital assets, and stock footage to craft engaging multimedia content for internal and external campaigns.
- Edited and mixed audio and voiceovers, added music beds, and overlaid localized on-screen text and subtitles for global client videos.
- Collaborated cross-functionally with marketing and localization teams to ensure visual and messaging consistency across languages and regions.
- Created promotional and event recap videos using client-provided footage and photography.

#### **Multimedia Marketing Designer, BLEND Localization**

**Jan 2022 - Nov 2023**

- Designed and developed marketing assets for web, email, social media, digital ads, and print collateral aligned with brand guidelines.
- Built Canva templates and design systems to streamline team content creation workflows.
- Edited multimedia content (video and DTP materials) for both B2B and B2C clients, adapting visuals for different markets and audiences.
- Supported trade show marketing efforts by creating event collateral and preparing branded materials for external vendors and staff.

#### **Marketing Coordinator / Graphic Designer, BLEND Voice (formerly GM Voices)**

**Dec 2017 – Apr 2022**

- Designed ads, infographics, presentations, web pages, emails, and promotional videos to support brand and sales initiatives.
- Coordinated marketing projects and deliverables, ensuring on-time completion and alignment with brand standards.
- Built and optimized web pages, email templates, and presentation decks.
- Managed social media content and posting schedules, helping increase brand visibility and engagement.

### SKILLS

**Design:** Photoshop, Illustrator, InDesign, Lightroom, Canva

**Audio:** Audition

**Video:** Premiere Pro, After Effects, CapCut

**AI & Tools:** ElevenLabs, Veo 3, ChatGPT

### EDUCATION

#### **Bachelor of Fine Arts in Art X: Expanded Forms (Multimedia Art)**

**Dec 2016**

Lamar Dodd School of Art, The University of Georgia, Athens, GA

#### **Certificate in New Media**

**May 2015**

Grady College of Journalism, The University of Georgia, Athens, GA