

ITZEL OHANNESSIAN

LAS VEGAS, NV | 818-799-8399 | ITZELOHA@GMAIL.COM | [LINKEDIN](#) | [WEBSITE](#)

AWARD-WINNING VIDEO EDITOR | DIGITAL MARKETING & PERFORMANCE ADVERTISING

Creative leader with 20+ years of expertise in **video editing, motion graphics, and digital advertising**. Proven success in crafting high-performance ad creatives that drive engagement, increase conversions and maximize revenue. Adept at optimizing content for **social media and paid media campaigns**, leveraging analytics to refine strategies and enhance ROI. Recognized for award-winning storytelling, a keen sense of **timing, music, audience engagement**, and adaptability across various visual styles.

CORE COMPETENCIES

- **Video Editing & Motion Graphics | Performance Marketing | Digital Advertising**
 - **Paid Social Media Campaigns | A/B Testing & Optimization | Data-Driven Storytelling**
 - **Content Creation for Facebook, YouTube & Instagram Ads | ROI & KPI Performance Analysis**
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PROFESSIONAL EXPERIENCE

2d motions - Vegas

Freelancer March 2020 - Present

Social Media video editor bilingual working for USA and Mexico clients.

Golden Hippo – Los Angeles, CA

Video Editor | Sep 2022– March 2025

Develops high-impact ad creatives for various **health and beauty brands**, optimizing content to drive engagement and revenue. Collaborates with marketing and creative teams to refine ad strategies and improve performance metrics.

- **Designed and edited top-performing ad creatives**, contributing **\$1B+ in annual brand revenue**
- **Managed ad creatives with \$500K+ spend per campaign**, optimizing **CTR, CVR, and ROAS**.
- Created **English & Spanish video content** for **US & LATAM digital campaigns**, generating **\$4.4M+ revenue since Q3 2022**.

- **Leveraged Tableau analytics** for A/B testing, tracking ad performance, and refining strategies.
- Played a key role in **launching new health products**, achieving a **30% increase in lead conversions** and a **24% improvement in page CVR**.
- Contributed to a major KPI milestone, adding **two points to the video team's performance metrics** in 2023.

Ultimate Fighting Championship (UFC) – Las Vegas, NV & Los Angeles, CA

Video Editor | Jul 2012–Nov 2021

Worked as part of UFC's creative team to produce engaging video content and motion graphics for **digital marketing, promotional campaigns, and original content**.

- Created **motion graphics packages** for UFC digital properties, streamlining branding across platforms.
- Edited **promotional videos & marketing campaigns** for fighter branding, PPV events, and social media.
- **Awarded two Telly Awards** in 2019 for **best promo script** (Hispanic Heritage) and **video editing** (UFC Origins on ESPN & FOX Sports).
- Produced culturally relevant **Spanish-language content for Latin America**, adapting UFC's original English-language content.
- **Won a Gold Telly Award** in 2023 for the **UFC Origins: Tracy Cortez** documentary.

Adjacent LA – Glendale, CA

Video Editor & Motion Graphics Designer | Jul 2011–Jun 2012

- Designed and edited video content for **TV, YouTube, and corporate marketing**.
- Created **motion graphics for "Totally Biased with Kamau Bell"** on FX, ensuring brand consistency.
- Developed internal corporate videos for **The Walt Disney Company and Eli Lilly**.
- Produced high-profile YouTube content, including **"The Death and Return of Superman,"** reaching **3M+ views**.

EARLIER EXPERIENCE

- **Encore Media LLC** – Video Editor & Graphic Designer (2006–2010)
 - **Promo Film USA** – Sr. Motion Graphics Designer (2006–2007)
 - **Metrolook, Digital Television Networks** – Production Coordinator (2004–2005)
 - **CIE** – Production Coordinator (2000–2004)
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EDUCATION & CERTIFICATIONS

- **Bachelor of Arts (BA), Graphic Design** – School of Fine Arts, UNAM Mexico, Mexico City
- **Business & Competitive Marketing Strategy Certificate** – Universidad Iberoamericana Mexico, Mexico City

TRAINING & PROFESSIONAL DEVELOPMENT

- **Persuasive Writing** – UCLA, 2024
 - **Illustration for Motion Graphics** – School of Motion, 2023
 - **Be the Creative Director** – Pasadena Art School, 2023
 - **Storyboarding for TV** – Animation Guild Institute, 2021
 - **Design & Animation Boot Camps** – School of Animation, 2018
 - **Time Management for Professional Productivity** – Coursera
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TECHNICAL SKILLS

- **Adobe Creative Suite:** After Effects, Premiere Pro, Photoshop, Illustrator
 - **A/B Testing & Analytics:** Tableau, Facebook Ads Manager
 - **Audio Editing:** Audition
 - **Productivity Tools:** Microsoft Office (Word, PowerPoint)
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LANGUAGES

- **Bilingual:** English & Spanish