HESH ELSOKARY

VIDEO EDITOR | CONTENT PRODUCER

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PROFESSIONAL SUMMARY

Video Editor and Content Producer with 15+ years of experience creating compelling video content, branded storytelling, motion graphics, and digital media for brands including Apple, Meetup, IPG Health, and Getty Images. Skilled in transforming raw footage, interviews, and long-form recordings into engaging, polished content for social media, marketing campaigns, and corporate communications. Combines strong editorial instincts, storytelling, pacing, and motion design with advanced expertise in Adobe Premiere Pro and After Effects. Experienced managing the creative production process from concept development and storyboarding through editing, post-production, revisions, and final delivery. Integrates AI-powered creative tools to streamline workflows and expand storytelling possibilities.

CORE EXPERTISE

Video Editing & Post-Production
Content Production
Short-Form & Long-Form Video
Social Media Content
Branded Storytelling
Motion Graphics & Animation
Interview Editing
Narrative Development
Storyboarding
Video Campaigns
Visual Effects & Compositing
Animated Typography
Content Repurposing
Creative Direction
AI-Assisted Video Production

TECHNICAL SKILLS

Video Editing & Motion Graphics
Adobe Premiere Pro
Adobe After Effects
Video Editing
Motion Graphics
Compositing
Animated Typography
Storyboarding
Visual Storytelling

Content Production
Short-Form Video
Long-Form Video
Social Media Content
Branded Content
Interview Editing
Digital Campaigns
Creative Production
Content Repurposing

AI & Emerging Video Tools
Higgsfield
Kling
Google Veo
Runway
Luma
ChatGPT
Claude
AI-Assisted Video Workflows

PROFESSIONAL EXPERIENCE

Apple | Video Editor / Content Producer

June 2024 – Present · Information Security

- Produce and edit video content for security awareness campaigns, internal communications, organizational initiatives, and executive presentations.
- Develop compelling video narratives that transform complex cybersecurity, artificial intelligence, and technical subjects into accessible, engaging stories.
- Manage video projects from initial concept and storyboarding through editing, motion graphics, stakeholder reviews, and final delivery.
- Create motion graphics, animated typography, transitions, and custom visual elements using Adobe Premiere Pro and After Effects.
- Edit short-form videos with an emphasis on storytelling, pacing, audience retention, and visual continuity.
- Collaborate with cross-functional teams to refine messaging, incorporate creative feedback, and deliver polished content aligned with communication objectives.
- Integrate AI-powered video generation and creative tools into production workflows to accelerate ideation, visual development, and post-production.

IPG Health | Video Editor / Content Producer

September 2024 – October 2025

- Edited long-form interviews, presentations, and recorded content into concise, engaging videos for digital campaigns and branded communications.
- Structured footage into compelling narratives with strong pacing, intentional transitions, and clear messaging.
- Produced motion graphics, animated titles, visual effects, and branded video elements to enhance storytelling and production value.
- Developed short-form video content optimized for marketing campaigns, digital platforms, and internal communications.
- Collaborated with creative directors, producers, strategists, and account teams to translate creative briefs into finished video content.
- Managed editing revisions, creative feedback, and multiple production deadlines while maintaining consistent quality and brand standards.

Meetup | Video Editor / Content Producer

April 2019 – April 2024

- Produced branded video content, promotional edits, and motion graphics supporting marketing campaigns, community initiatives, and digital platforms.
- Edited interview-driven content featuring Meetup organizers, transforming recorded conversations into authentic, engaging community stories.
- Developed video concepts, storyboards, and narrative structures that communicated brand messaging and connected with target audiences.
- Created short-form social media content, animated promotional assets, and campaign videos to support audience engagement and community growth.
- Repurposed existing content into shorter, platform-specific video formats for marketing and social distribution.
- Collaborated with marketing, content, product, and growth teams to produce cohesive multimedia campaigns.
- Contributed to creative initiatives supporting improved audience engagement, including a **24% increase in landing-page conversion** and a **27% increase in event RSVPs**.

Getty Images | Video Editor / Content Producer

December 2021 – September 2022 · Contract

- Produced branded digital content, promotional assets, and motion graphics supporting global marketing initiatives.
- Created animated content, video graphics, and visual storytelling assets for campaigns, webinars, and event communications.
- Transformed creative briefs and existing visual assets into cohesive, brand-aligned multimedia content.
- Collaborated with marketing and creative teams to develop engaging visual narratives across digital channels.
- Supported webinar promotional campaigns that contributed to a **19% increase in attendance**.