

Samuel Asenjo



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My portfolio:

YouTube
Instagram
Website

video production

motion design

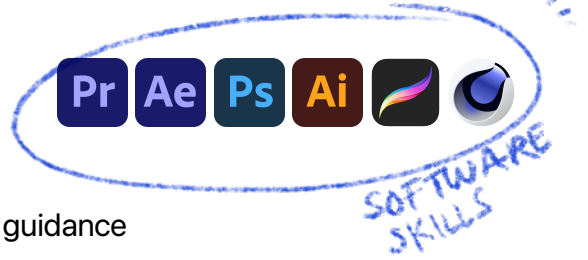
+ Stop motion

illustration

Too Good To Go

2024 - Video Production Lead

- Lead a team of 2 Video Specialists, providing support and guidance
- Manage and optimise localisation processes for video
- **Creative lead** on large video and motion assignments
- **Film** content on location for larger campaigns and productions
- Close collaboration with the broader video team, ensuring consistency and quality
- **Interpret and transform briefs** into compelling video narrative.



6 months

Interim Head of Video

- Develop and execute a **video strategy** aligned with the company's overall brand and goals
- **Lead and manage** the video team (5 members + 2 new hires), ensuring that all video content is produced to a high standard and delivered on time.
- Collaborate in cross-functional teams such as Product, B2B Marketing and Sales, to create video content that supports the company's business objectives.

3 years

Global Video Producer

- Create **video & motion content** for all markets and internal communications on digital media channels, such as social media and digital advertising.
- Responsible for video-related projects within the creative department, using my **creative knowledge, eye for composition and aesthetics** for execution.

2 years

Designer & Social Media Manager Spain

Social media strategy and campaign execution, including **graphic design and video production**. Co-hiring and onboarding 1 content manager.

Freelance Content Creator

+80.000 subscribers +3 Million views

Discussing art, illustration, and drawing. I posted regularly between 2016-2020 with a cross-platform content strategy, paid brand collaborations and participating in industry events.

