

KL DELA CRUZ



WORK EXPERIENCE



CREATIVE DIRECTOR
FANDED INC. & TRAVIS ATREO PRODUCTIONS
2022

- Create concepts, ideate and develop interesting visually creative ideas and content formats that will continuously strengthen the majestic brand and all its creative output.
- Create social media assets for a variety of content formats
- Responsible for managing Junior Creatives who will assist in the creation of assets and design materials.



VIDEO EDITOR/SCREEN RECORDER/AUDIO ENGINEER
CANVA SOLUTIONS INC.
2021

- I edit video tutorials for all Canva users and company partners.
- I create video modules for different platforms of the software which is use by millions of people.
- I screen record and edit video tutorials with step by step detailed script. I edit 3-6 webinars weekly to be uploaded on Canva's site Youtube page.
- I mixed and edit raw voice over audio tracks.



FREELANCE MULTIMEDIA ARTIST
SELF-EMPLOYED
2015

- Learned about the operations of the company's sales and marketing department
- Coordinated communications between multiple teams

MULTIMEDIA ARTIST



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RELEVANT SKILLS

- Product/Company Branding
- Professional Video Editing
- Screen Recording
- Music/Audio Production
- Songwriting
- Ad Vocal Talent

SOFTWARE SKILLS

- ADOBE PREMIERE PRO
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE CREATIVE SUITE
- ADOBE AFTER EFFECTS
- CAMTASIA
- LOGIC PRO X
- ABLETON LIVE
- CAPCUT
- REAPER FM
- ADOBE ELEMENTS

EDUCATION HISTORY



Bachelor Major in Music Production
De La Salle - College of Saint Benilde
2019

- Graduated
- Double Degree



College Degree in Multimedia Arts
CIIT COLLEGE OF ARTS & TECHNOLOGY
2015

- Graduated

VOLUNTEER WORK, AWARDS, AFFILIATIONS, AND INTERESTS

Cinemalaya

Murrayfield School of Marketing
2018

Composed and produced a film scoring music for a short film entry in Cinemalaya 2018 titled You, Me and Mr. Wiggles starring Kiko Matos & Elora Españó, directed by Jav Velasco.

Official Soundtrack for Full-length film

Walwal
2018

Wrote and produced an official soundtrack for a full-length film titled Walwal in 2018 directed by Joey Reyes, starring Elmo Magalona, Kiko Estrada, Kisses Delavin, Jerome Ponce, Donny Pangilinan, Jane De Leon & Sophia Senoron under Regal Entertainment Inc.

Awit Awards

Best Cover Art
2019

My Cover Art for a recording artist single title Sana by St. Wolf from Warner Music Philippines has been nominated for Best Album Art Cover on Awit Awards 2019.

K-Pop Artist Video

Lovely - Minzy
2020

Edited and produced a performance music video for Minzy's single Lovely under Viva Records. She is a well-known Kpop artist from the girl group 2ne1.

REFERENCES

GUJI LORENZANA
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