

MARIELENA PLANAS

VIDEO EDITOR + MOTION GFX DESIGNER

ACADEMIC HISTORY

JAMES MADISON UNIVERSITY

SCHOOL OF MEDIA ARTS AND DESIGN

Digital Video + Cinema

Bachelor of Science, May 2016

EXPERTISE & SKILLS

Premiere

After Effects

Illustrator

Photoshop

InDesign

Media Encoder

Final Cut 7 + FCP X

Figma

Generative AI tools

Asset Management

Camera Operation

Grip + Electric

CONTACT DETAILS

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CAREER SUMMARY

VIDEO EDITOR + MOTION GRAPHIC DESIGNER

More Perfect Union | March 2025 - Present

- Craft cinematic narratives by cutting interviews, sourcing b-roll, and integrating graphics to deliver impactful documentaries
- Design and execute bold motion graphics and data-driven visuals to clarify complex policy topics, ensuring accessibility for a wide audience
- Partner with producers to shape visual narratives, align creative direction with editorial goals, and uphold journalistic integrity under tight deadlines
- Produce and deliver broadcast-quality edits for YouTube and social, keeping brand cohesion and optimizing audience engagement
- Lead final color correction and audio mixing for multi-platform delivery, ensuring all content meets strict technical and quality standards
- Establish streamlined workflows and reusable graphic packages to support rapid news-cycle production without sacrificing creative quality
- Communicate daily with creative leads to review cuts, align on story arcs, and refine motion design elements for maximum impact
- Support quick-turn news projects with same-day motion packages and editorial adjustments, balancing speed, accuracy, and visual polish

SENIOR VIDEO EDITOR + MOTION GRAPHIC DESIGNER

Power Digital Marketing | August 2020 - August 2024

- Created smooth, elevated graphic-based ads by recognizing goals of creative briefs while filling in the gaps with creative motion design decisions
- Concept, art directed and executed shoots for daily and evergreen social in an on-going fast paced environment as well as campaign content to support seasonal product launches with a focus on still photography and retouching
- Lead cross-departmental brainstorming to develop strong short-form ads that meet the client's style, branding, and visual goals
- Established high-end motion graphic templates for top performing ads across all clients
- Communicated daily with creative VPs and stakeholders to establish efficient workflows and DAM organization, across the creative department
- Clearly communicated timelines and ideas with Creative Producers while effectively prioritizing how time is spent throughout the creative process
- Established and spearheaded monthly workshops for video editors and designers in order to generate stronger technical editing and design skills
- Managed and fostered the growth and development of DRs and summer interns by reviewing work, providing feedback, identifying skill gaps, coaching, and directing towards training resources while adhering to company policies, missions, and regulations
- Directed and oversaw the company's cloud server operations, optimizing workflows, and implementing maintenance and archiving schedules
- Troubleshoot hardware and technical issues while researching new and efficient internal workflows across all creative departments

DIGITAL ASSET MANAGEMENT SPECIALIST + VIDEO EDITOR

National Geographic Partners | April 2018 - August 2020

- Produced and edited video content for the NG Image Collection to inform internal teams and partners of content that is accessible for use
- Reversioned and processed digital videos for international use and communicate daily productivity and related issues to stakeholders
- Created custom motion graphics such as lower thirds, graphic titles, transitions, and light illustrations on an as need basis
- Associate Produced one of the leading digital series on the O&O platform, 101 Explainers
- Supported digital video team for all editorial needs, such as producing, filming, editing, publishing and technical maintenance
- Managed video and audio archive and apply metadata in DAM system to identify high priority content for maximum return in monetization and re-use of said digital assets throughout the Walt Disney Company
- Contributed workflow optimization solutions with the Director of Video Operations and Digital Video for post-production organization, final delivery, video processing, and provide access for existing and future global matters
- Collaborated with video and editorial editors across the company to publish videos via a CMS platform
- Served as the primary point of contact for public user inquiries related to website issues for video playback in the National Geographic support center