

JAMAL ANTHONY

Performance Video Editor | CPG & D2C

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PROFILE

Video editor with 5+ years cutting high-volume performance creative for scaled CPG and D2C brands. Most recently at Cirkul, a \$1B-valued beverage company doing nine figures in annual revenue, where I edited the paid social behind seven-figure monthly media spend across Meta, TikTok, Snapchat, and YouTube and contributed to the brand's national Super Bowl campaign and its Adam Devine and MrBeast partnership creative. Built for velocity: 70+ assets a month on 24–48 hour turnarounds, and a habit of sitting directly with media buyers to decide what to cut next instead of waiting on a brief.

SKILLS & TOOLS

Editing & Post: Adobe Premiere Pro, Davinci Resolve, After Effects, Photoshop, color correction, sound design, motion graphics

Performance Creative: Hook optimization, creative testing & iteration, concept development, data-informed re-cuts, batch variant production, competitor and trend teardowns

Formats: UGC, creator/influencer, celebrity and talent partnership creative, product demonstration, testimonial, lifestyle, brand film, broadcast/national spot

Channels: Meta, TikTok, Snapchat, YouTube

Workflow: Frame.io, Air, creative performance reporting, asset versioning, media management, project backups, AI-assisted editing workflows

EXPERIENCE

Cirkul Inc. — Video Editor Tampa, FL | Jan 2024 – Jul 2026

- Edited the paid social creative behind seven-figure monthly media spend across Meta, TikTok, Snapchat, and YouTube for a \$1B-valued, nine-figure-revenue beverage brand, one of the largest D2C creative operations in CPG.
- Contributed editing to Cirkul's national Super Bowl campaign, working to broadcast standards alongside a continuous slate of social and digital work.
- Cut the paid social from Cirkul's talent partnerships, including Adam Devine and MrBeast, adapting high-production and creator-led footage into platform-native performance assets across Meta, TikTok, and YouTube.
- Shipped 70+ ad variants per month across UGC, creator, demo, and testimonial formats; 6 scaled past seven figures in lifetime spend and 3 held top-10 spending creative for multiple consecutive quarters.
- Worked side by side with the paid media team in weekly performance reviews and on live calls, reading creative reporting with the buyers to pull the next round of hooks, angles, and formats straight from what the data said was working.
- Re-cut and rebuilt hooks off that reporting, lifting 3-second hold rate from 26% to 38% and reducing CPA 24% on iterated variants against their original cuts.
- Turned raw creator footage into finished ads on 24–48 hour turnarounds, dropping to same-day when a trend or winning angle needed to be capitalized on before it cooled.
- Held strict brand standards across 6 concurrent campaigns while owning versioning, exports, backups, and delivery end to end.

Demand Exposure — Videographer & Content Creator Sarasota, FL | Oct 2022 – Jan 2024

- Shot and edited paid social and product-launch creative for 20+ consumer and D2C clients, turning founder UGC, influencer footage, and stock into conversion-focused ads.
- Owned end-to-end production across camera, lighting, audio, edit, color, and delivery on lean budgets, averaging 4 shoots and 30+ finished assets per month.
- Built hook-first cuts for Meta, TikTok, and YouTube, iterating on messaging with marketing teams based on live ad performance.
- Adopted AI-assisted editing tools to compress post-production, cutting average turnaround from 5 days to 2.

Freelance Video Editor Tampa, FL | Dec 2021 – Oct 2022

- Produced branded, educational, and promotional video for 15+ D2C and consumer clients from concept through final delivery.
- Handled the full stack solo: camera, lighting, audio, edit, color, platform formatting, and export across Meta, TikTok, and YouTube.
- Managed client relationships, revisions, and delivery schedules directly, with the majority returning for repeat engagements.

SELECTED WORK

Full reel, campaign work, and selected performance creative at jamalanthony.com