



## CONTACT

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- [LinkedIn Profile](#)
- [Recommendation Letter](#)

## SKILLS

### Key Skills

- Creative direction
- Paid social campaign strategy
- Ad performance optimization
- Team leadership and collaboration
- Video editing and motion graphics
- Scripting and storytelling
- Project management and collaboration tools (Slack, Asana, Frame.io)

### Video Editor

- Adobe Premiere (General Editing, Color correction, transitions)
- After effects (Motion Graphics, VFX)
- Photoshop
- Nuke (VFX, Tracking, 2D, 3D)
- DaVinci Resolve
- Maya - Modeling, Rigging, UV, Rendering, Animation, Dynamic Simulations

## LANGUAGES

- Spanish (Native)
- English (fluent)

## PORTAFOLIO

- [Website](#)
- [My YouTube Channel](#)
- [GitHub](#)

# Arie Eskinazi

## Creative Director | Paid Social Specialist

### PROFESSIONAL SUMMARY

Creative Director and Paid Social Strategist with a proven track record of leading high-performing teams and building scalable creative systems for DTC brands. Founder of VinciVision, managing in-house and freelance editors while driving performance through data-backed strategy. Experienced in creative direction, production workflows, and operational leadership across Meta, TikTok, and YouTube.

## WORK EXPERIENCE

### Founder & Lead Creative Director

VINCIVISION LLC

2023-PRESENT

Founded and led VinciVision, a performance-driven creative agency delivering record-breaking paid social campaigns across Meta, TikTok, and YouTube. Directed internal and freelance teams to produce top-performing ads with minimal oversight, while partnering with DTC brands to build in-house creative systems that scale production and performance. Developed streamlined delivery workflows using Asana and Monday.com to boost iteration speed and output quality. Directed SNOW's most successful ad by repurposing long-form podcast footage into a top-performing asset across paid and organic channels. Work at VinciVision has consistently driven down costs, increased engagement, and built scalable content engines for growth-stage brands.

### Senior Video Editor & Creative Producer

CEREBRAL

2022

Built Cerebral's internal creative systems for paid social, including workflows, naming conventions, and approval processes. Edited 70% of in-house video ads, delivering top-performing creatives and cost savings. Led a team of editors, contributed to scripting, and created motion graphics. Regularly analyzed performance data across Facebook and TikTok to drive optimization.

### Video editor & Creative Producer

TUBESCIENCE

2020 - 2021

Produced high-converting eCommerce ads for brands including Lumin, Fabletics, Dr. Squatch, Freshly, Noom, and Truebill, tailoring content to platform-specific performance on Meta, TikTok, Snapchat, and Instagram. Promoted to "Preditor" (Producer + Editor) for consistently delivering top-performing creative without external direction. Led end-to-end production, from casting and scripting to editing and motion graphics, while leveraging Facebook Ads Manager to analyze metrics and optimize creative strategy. Developed evergreen openers and high-ROAS ads, including a lasting top performer for Truebill.

### General Production, Video Editor

NEWSTATION.COM / THELAW.TV/ VIDEOBOLT

2015 - 2019

Produced 3,000+ videos for law firms, restaurants, and media outlets, maintaining consistent quality and brand alignment. Delivered custom animated graphics and handled chroma key operations across advertising and news content. Work contributed to strong online visibility and client acquisition, particularly on YouTube and Google.

## EDUCATION

### THE TECH ACADEMY

CERTIFICATION IN SOFTWARE DEVELOPMENT (HONORS)  
PORTLAND, OREGON

2023

### FLORIDA ATLANTIC UNIVERSITY

B.A. MULTIMEDIA STUDIES: FILM, VIDEO & NEW MEDIA  
BOCA RATON, FLORIDA

2019