

TYLER MARK

editor | storyteller | innovator

CONTACT

phone 630.639.1212

email tyler.mark@me.com

portfolio www.tylermarkedits.com

address 4954 Meade St
Denver, CO 80221

SUMMARY

Senior Video Editor with 10+ years of experience creating high-performing video content across social media platforms. I blend content strategy with creative expertise to produce videos that drive engagement, retention, and brand growth. I'm experienced in leading post-production teams, mentoring editors, and building scalable workflows that improve efficiency and storytelling quality. I specialize in crafting narratives that engage audiences and enjoy working in collaborative, creative environments.

CORE SKILLS

- Video Editing & Post-Production
- Storytelling & Content Strategy
- Color Grading & Visual Finishing
- Motion Graphics & Compositing
- Workflow Design & Data Asset Management
- Project & Team Leadership
- Social Delivery (YouTube, TikTok, Instagram)
- AI-Assisted Editing & LLM Prompting

SOFTWARE & TOOLS

- Adobe Creative Suite (Premiere Pro, Media Encoder, After Effects, Photoshop)
- DaVinci Resolve
- Final Cut Pro
- Frame.io
- Monday.com
- YouTube Studio
- Descript
- Microsoft Copilot / ChatGPT / Claude

EDUCATION

January 2014 - May 2016

Columbia College Chicago

Bachelor of Arts - Cinema Arts & Science

August 2012 - December 2013

College of DuPage

General Education

EXPERIENCE

September 2022 - October 2025

Cox Automotive - Kelley Blue Book, Senior Video Editor

- Directed post-production for Kelley Blue Book's 700k+ subscriber YouTube channel, scaled content output by 500%, boosted retention by 15%, and CTR by 25%.
- Delivered creative and technical direction for 500+ automotive reviews, comparisons, and short-form content, which garnered millions of views across YouTube, Instagram, and TikTok.
- Regularly scripted, hosted, and shot vehicle reviews for rapid-turn product launches with major automotive manufacturers, including Genesis, Toyota, Hyundai, Dodge, and Chevrolet.
- Led and mentored a team of editors, unified workflows, and raised creative standards across brands while improving efficiency, cutting freelance costs, and strengthening in-house production.
- Created high-end edits in Premiere, cinematic color-grades in DaVinci Resolve, and motion graphic typography in After Effects, while strengthening brand identity and visual consistency.
- Pioneered a unified cloud-based data asset management system and workflow architecture that transformed remote collaboration and increased team efficiency by 3x.
- Developed and implemented an automated project tracking dashboard in Monday.com that improved transparency, accountability, and turnaround speed. Later adopted department-wide as the standard for project management, eliminating the need for dedicated project oversight.

February 2022 - September 2022

Burst Oral Care, Lead Video Editor

- Owned post-production for Burst's growth team, creating and optimizing performance-driven ads across paid social platforms (Facebook/Meta, TikTok, YouTube).
- Developed and tested new creative formats that increased CTR and optimized ROAS, forming the foundation for Burst's ongoing video brand guidelines.
- Collaborated with growth and creative strategy teams to write and produce new ad concepts, sourcing and directing user-generated content (UGC) creators.
- Focused on crafting and shooting impactful three-second hooks designed to capture attention instantly and boost ad retention across social platforms.
- Created modular ad systems that allowed rapid creative testing, enabling dozens of new variations per campaign without sacrificing brand quality.

March 2021 - February 2022

TubeScience, Video Editor

- Produced high-performing direct-response and branded video ads for social platforms like Meta/Facebook, optimizing creative for engagement, retention, and conversion.
- Collaborated with creative strategists, growth marketers, and copywriters to translate performance analytics into new video concepts, leveraging A/B testing to refine creative performance.
- Specialized in onboarding new client accounts by developing ad templates, defining editorial standards, and establishing creative best practices for launch campaigns.

March 2017 - March 2021

@properties, Video Editor

- Built and scaled @properties' internal video department from the ground up, integrating video content into brand strategy and marketing goals.
- Storyboarded and produced motion graphics and kinetic typography for high-impact advertising campaigns, integrating motion into e-newsletters and social content to modernize and energize engagement in a traditional industry.
- Launched "The Listing Video Program," producing 1,000+ video home tours annually, supporting agents and increasing digital engagement.

August 2015 - March 2017

Big Shoulders Digital Video Productions, Assistant Video Editor

- Implemented an archival asset management system, backing up over 10 years of footage.
- Assembled edits weekly for The Journal of the American Medical Association.
- Supervised and mentored interns, training them in our post-production workflows to ensure operational consistency.