

# Victor Hugo Febres J.

954 471 62 61

[victorhugo.febres@gmail.com](mailto:victorhugo.febres@gmail.com)

10940 Glenhurst Pass, Duluth, GA 30097, United States.

Bilingual Spanish / English

Creativity is rebellious and process is commitment. My scope includes production of content forged with authenticity, looking always for a compelling story to tell. I get involved with the operative level, following a constant practice of improvement and innovation.

## Video producer and editor

### Areas of Expertise

- Digital Video - videographer Sony a7Siii
- Video editing - Post production
- Short form script
- Fast learner of writing styles
- Skilled combining visual effects
- Eye for future trends
- Initiative & team player
- News criteria
- Content optimizer

## In House Experience

### Digital Video Producer

**Cox Media Group**, 11/15/2021 – 11/31/2022, Atlanta Metropolitan Area, GA

I produced 1250+ videos in 12 months. The team generated more than 122M video starts generating four days with more than 2M views. My top viral video generated more than 1.2M views. I produced an average of 30 short videos of 45 seconds weekly, writing the script with the AP style.

### Video Editor - Videographer

**Underwood University**, 05/03/2021 – 11/08/2021, Suwanee, GA

I was the main editor, responsible for the production of courses and lessons of the university's online education services. I produced an average of 30 lessons weekly, combining chroma keying technique with a minimalistic template. I also produce special marketing projects for the college's website.

### Assistant Producer

**Crónicas - Univision**, 01/2019 – 05/2019, Doral, FL

I co-wrote two shows of several which increased 470K vs 280K in ratings, making the competition to re-strategize. I improved show's digital visual archive, transcribed interviews and kept metadata.

### Public Information Officer

**United Nations High Commissioner for Refugees**, 03/2011 – 07/2012, Latin America

Refugees awareness spot broadcasted nationally during a month for two consecutive years, through an agreement with government and private networks which translated to \$5 million in contributions.

### Program coordinator

**The Carter Center**, 06/2003 – 12/2004, Latin America

The mission's influence increased over decision makers to reach political agreement. I coordinated diverse resources and know-hows to create products which incremented polarization awareness.

## **Consultant - Freelancer Experience**

### **Comms Consultant - Videographer Freelancer**

**Efecto Cocuyo (Firefly Effect)**, 10/2014 to 06/2015, Latin America

I led the most successful crowdfunding campaign for an independent digital news platform. We could grow the startup's seed capital to US\$ 50K, securing two years of operations.

### **Comms Consultant/ Freelancer**

**Great Sucre Municipality of Venezuela**, 05/2009 to 12/2014, Latin America

Reelection was won with 52.69% by providing branding, narrative and marketing to local policies. Audience was engaged for the generation of communications products.

## **Education**

Magister Scientiarum in Social Comms Research. Central University of Venezuela, 2010, Venezuela.

Bachelor in Social Communications; Audiovisual Mention, Andres Bello Catholic University, 1998, Venezuela.

Remote Pilot FAA Certificate No. 4202833 Issued on 22 Nov 2018.

Premiere Advanced Training Course, Sterling Ledet & Associates Inc, July 2019.

## **Technology**

After Effects, Premiere Pro, Photoshop, iOS environment, Microsoft Office, Wordpress, Vimeo, Excel, Microsoft Teams, Wochit, ChartBeat, Arc Publishing, Adobe Illustrator. 3 years of experience working with cameras Sony Alpha a7Siii.

## **Publications and Presentations**

*"The polarization of Venezuelan journalists and the formation of antagonists identities"*, in Political and social polarization in Venezuela and other countries: experiences and challenges, comp. Mireya Lozada, Issues of socio political formation series. Centro Gumilla Fundation, UCAB Publications, 2011.

"The polarization of Venezuelan journalists and the formation of antagonistic identities" at the X International Congress of Social Psychology of Liberation. Caracas, Venezuela, November 2010.

"The polarization of Venezuelan journalists and the formation of antagonistic identities" at the International Peace Builders. In Caracas, Venezuela, May 2010.

"The process of polarization in Venezuelan Media" at the meeting social media "Media in polarized social contexts." At the Colegio de Mexico, Mexico City, September 2006.

## **Demo links**

<https://youtu.be/mFKfxsLRz2g>

<https://youtu.be/1JRFXQyz3tw>

<https://youtu.be/4ccLwAmD7lo>

<https://youtu.be/LoFcjtVRXQc>