

GERMAN LECHUGA HERRERA

Centennial, CO 80015 | (720)-646-8125 | german007lh@outlook.com | LinkedIn

PROFESSIONAL SUMMARY

Results-driven Video Editor & Digital Content Producer with 4+ years of experience creating high-performing multimedia for broadcast, social media, and digital platforms. Expert in crafting visually compelling, data-driven content that enhances brand reach and audience retention. Skilled in Adobe Premiere Pro, After Effects, Photoshop, and Media Encoder, with deep expertise in metadata management, content optimization, and workflow efficiency. Adept at color grading, motion graphics, and cross-platform video distribution, ensuring seamless integration across YouTube, Instagram, and TikTok. A strategic storyteller who thrives in fast-paced environments, meeting tight deadlines while delivering engaging, platform-optimized content that drives viewer engagement and brand impact.

PROFESSIONAL SKILLS

- Engaging Video Production
- Cross-Functional Collaboration
- Metadata & Asset Management
- Workflow Efficiency Improvement
- Deadline-Driven Execution
- Audience Growth Strategies
- Audio-Visual Synchronization
- Data-Driven Content Decisions
- Color Grading Expertise
- Motion Graphics Mastery
- Strategic Content Editing
- Social Media Optimization

KEY CAREER HIGHLIGHTS

- Increased Audience Engagement by 40%:** Produced and edited a Las Vegas documentary series, leveraging motion graphics and storytelling to boost audience retention and engagement by 40% across digital platforms.
- Optimized Workflow, Cutting Production Time:** Implemented a streamlined asset management system, reducing editing turnaround by 3-5 hours per project while maintaining high-quality, platform-optimized video content.
- Drove Social Media Viewership Growth:** Edited and adapted content for YouTube, TikTok, and Instagram, resulting in a 10% increase in audience reach and improved content performance across social platforms.
- Enhanced Broadcast Quality & Ratings:** Developed dynamic animations, titles, and motion graphics for a top-rated TV show, contributing to its ranking as #1 in Nevada through engaging visuals.

PROFESSIONAL EXPERIENCE

Photographer | Video Editor

Entravision Communications – Las Vegas, NV | December 2023 – Present

- Produce and edit high-impact video content, optimizing for broadcast, social media, and multi-platform distribution.
- Develop motion graphics, titles, and animations, enhancing production quality and increasing viewer engagement.
- Produce 2-3 captivating Las Vegas stories monthly, increasing audience engagement and viewership by 10%.
- Streamlined asset management and metadata organization, reducing retrieval time and enhancing workflow efficiency.
- Collaborate with cross-functional teams, aligning video content with marketing objectives to drive audience growth.
- Optimize short-form content for engagement, leveraging analytics to refine storytelling and maximize viewer retention.
- Execute color correction and audio mixing, ensuring professional-grade visual and sound quality for television and digital audiences.

Video Editor | Content Creator

Met Media – Denver, CO | February 2020 – June 2023

- Edited and optimized short-form content, increasing audience engagement by 40% across digital and social platforms.
- Created motion graphics and video overlays, enhancing storytelling and improving visual appeal for multimedia projects.
- Applied color grading, audio balancing, and post-production enhancements to ensure broadcast-quality videos.
- Produced platform-specific content for YouTube, TikTok, and Instagram, boosting video performance and audience retention.
- Collaborated with producers, faculty, and marketing teams, aligning content with brand strategy and audience preferences.
- Managed video asset organization and metadata tagging, reducing content retrieval time and improving production efficiency.

Photographer | Editor Intern

Entravision Communications – Las Vegas, NV | April 2022 – November 2022

- Assisted in live newscast production, ensuring seamless camera operation, lighting, and audio synchronization.
- Edited and prepared video content for broadcast, optimizing color, sound, and motion graphics for professional delivery.
- Managed video asset organization and metadata tagging, improving content retrieval efficiency and production workflow.
- Supported producers in integrating graphics and animations, enhancing the visual appeal of news segments.
- Operated non-linear editing software (Adobe Premiere, After Effects), ensuring high-quality, deadline-driven video output.

TECHNICAL SKILLS & SOFTWARE PROFICIENCY

- **Editing & Post-Production:** Adobe Premiere Pro, After Effects, Photoshop, Media Encoder, Audition, Pro Tools
- **Motion Graphics & Animation:** After Effects, Illustrator, 2D/3D Animations
- **Broadcast & Digital Video:** Non-linear Editing (NLE), Metadata Processing, Asset Management
- **Content Strategy:** Social Media Optimization (YouTube, Instagram, TikTok, Facebook), Audience Engagement Metrics
- **File Formats & Codecs:** H.264, ProRes, DNxHD, MP4, MXF, HDR workflows
- **Project Management:** Video Asset Organization, Metadata Tagging, Content Archiving
- **Languages:** English – Fluent | Spanish – Fluent

EDUCATION

- **Metropolitan State University of Denver** – Broadcast Journalism
- **Colorado Mountain College** – Associate of Arts

LEADERSHIP PHILOSOPHY

"Great content doesn't just tell a story—it commands presence, sparks emotion, and leaves a lasting impact" I lead with vision, precision, and creativity, transforming raw ideas into powerful narratives that captivate and convert. Innovation isn't just an option; it's the standard. Every frame, every transition, and every pixel is intentional, crafted to elevate brands, engage audiences, and redefine digital storytelling. I don't just create content; I create experiences that resonate, inspire, and drive results.

Detailed Professional References Available upon Request

