

FRANCIS BOROC

Video Editor | Content Production Specialist | AI-Assisted Creative Workflows

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PROFESSIONAL SUMMARY

Video editor and content production specialist with more than a decade of experience across broadcast media, cinematography, post-production, and remote delivery for international clients. Experienced in short-form social content, long-form YouTube, real estate, promotional, event, and wedding videos. Also offers AI-assisted digital assistance for research, scripting support, content organization, and creative workflow development.

CORE SKILLS

Video Editing & Post-Production | Short-Form & Long-Form Video | Content Repurposing
Storytelling & Narrative Structure | Audience Retention & Pacing | Color Grading | Audio Editing
Remote Production Guidance | DaVinci Resolve Studio | AI-Assisted Digital Assistance

PROFESSIONAL EXPERIENCE

Video Editor & Content Production Specialist

Hero Nation | Remote - McKinney, Texas, United States | May 2025 - September 2026

- Edited and delivered 1,000+ videos across Shorts, Reels, TikTok, advertisements, talking-head content, thought-leadership clips, and promotional campaigns, with most projects completed within 24 hours.
- Edited long-form videos from speaking engagements and repurposed existing footage for platform-specific social and promotional content.
- Refined footage selection, story structure, pacing, on-screen elements, music, and sound to meet each project's creative brief.
- Created promotional and event media, including Wayne Salmans' speaker-introduction video/AVP, and supported Hero Nation's YouTube channel library and playlists.

Video Editor

CEO Entrepreneur Ltd. | Remote - London, United Kingdom | May 2024 - February 2025

- Edited a four-hour business tutorial that generated 165.5% subscriber growth within 90 days and surpassed the channel's previous most-viewed videos by 335.71%.

Video Editor

TrustPoint Studios and Zion Springs | Remote - Virginia, United States | June 2024 - November 2024

- Edited and color graded wedding films and promotional videos in DaVinci Resolve, matching established visual styles while strengthening pacing, continuity, and narrative flow.

Video Editor & Virtual Assistant

Journey Home Real Estate | Remote - United States | January 2023 - March 2024

- Edited real-estate listing videos, presenter-led property tours, neighborhood features, and vacation-rental promotional content.
- Reviewed 1,000+ videos, supported promotional scripting and social-content development, and identified opportunities to improve production quality.
- Guided team members on lighting, framing, camera settings, and filming techniques to improve footage quality before editing.

EARLIER PRODUCTION EXPERIENCE

Stronghold Manila - Director of Photography & Photographer (2016-2018) | Magnetic Sphere Productions - Video Editor, Producer & Director (2013-2015)

CATLink Media - Video Editor, Producer & Writer (2011-2012) | CAT8 Television - Field Producer & Creative Director (2009-2011)

AI AND DIGITAL ASSISTANCE

Digital assistance: AI-assisted research, scripting support, content organization, and creative workflow planning.

AI tools: ChatGPT, Claude, Gemini, DeepSeek, Higgsfield AI, and ElevenLabs for research, ideation, and visual or voice generation. Developing skills in lightweight app and dashboard prototyping.

EDUCATION

Bachelor of Arts in Audio Visual Communication | Bicol University | 2006-2010