



JOHN MARK LARIDA

VIDEO EDITOR

PROFESSIONAL SUMMARY

Hi, I'm John Mark, a video editor with 3 years of experience creating social media and AI-powered video content. I have experience turning raw footage and ideas into polished, engaging videos with smooth editing, strong visuals, and compelling storytelling.

CONTACT

Phone: +63 912 961 1354

Email: laridajohnmark@gmail.com

Address: prk citrus, brgy bunga, don salvador benedicto negros occidental

WORK EXPERIENCE

VETSPETS - 2.5 YEARS

- Edited promotional and social media videos for a pet-focused brand.
- Highlighted product benefits and pet care solutions through engaging visuals.

28AVELLE - 2.5 YEARS

- Produced AI-generated videos promoting products in a VSL-style format, combining persuasive scripting with engaging visuals.
- Focused on strong hooks and clear calls-to-action to drive viewer interest and conversions.

NIDA - 2.5 YEARS

- Edited short-form and promotional content for skin brand marketing.
- Created engaging visuals tailored for social media platforms.

WILD HARVEST - 2.5 YEARS

- Developed AI-driven VSL content tailored to highlight product benefits and build audience trust.
- Delivered clean, compelling video compositions aligned with the brand's campaign goals.

EDUCATIONAL SUMMARY

COLEGIO DE SANTA RITA DE SANCARLOS

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY : 2021-2025