

CONTACT

colejenk@gmail.com

Los Angeles, CA

colejenkinsvideo.com

BRANDS WORKED WITH

Fender Play
Petco
MeUndies
Mott & Bow
HEYDUDE
CocoFloss
Adult Swim Box
EJIS
JibJab
+ More

SPECIALIZATION

Direct Response Advertising
Performance Creative
Health & Wellness
Paid Social Video
DTC eCommerce
AI Creative Production

PERFORMANCE MARKETING

Facebook Ads Manager
Motion Creative Analytics
CTR / CVR Optimization
ROAS / CAC Analysis
Creative Testing
Audience Research

WORKFLOW TOOLS

Slack
Jira
Wrike
Google Workspace
Frame.io
Canva
Figma
Zoom

AI TOOLS

ChatGPT
Claude
Midjourney
Higgsfield
Runway
OpenClaw
ElevenLabs

EDUCATION

Arizona State University
B.S. Communication

COLE JENKINS

Direct Response Video Editor & Performance Creative Producer

Creative Strategist • Meta • TikTok • YouTube • DTC • Health & Wellness

PROFESSIONAL SUMMARY

Direct Response Video Editor, Performance Creative Producer, and Creative Strategist with 12+ years of experience creating high-performing advertising creatives for DTC and eCommerce brands. Specialized in health & wellness marketing and customer acquisition campaigns across Meta, TikTok, and YouTube.

FUTURHEALTH (Remote) 2024–2026

Senior Video Editor / Creative Producer

- Edit, produce, and execute 10–15 direct-response advertising creatives weekly using Adobe Premiere Pro and After Effects.
- Concept, film, and edit original B-roll footage to support performance marketing campaigns and customer acquisition efforts.
- Build and test 5–10 creative variations per campaign across hooks, demographics, messaging angles, offers, and visual approaches.
- Execute end-to-end post-production including editing, motion graphics, captions, sound design, color correction, AI voiceovers, green screen work, VFX, and creative versioning.
- Develop and present 2+ net-new creative concepts weekly.
- Analyze performance using Facebook Ads Manager and Motion Creative Analytics.
- Collaborate remotely using Slack, Jira, Wrike, Google Workspace, Frame.io, Canva, and Figma.

310 NUTRITION / IRECON MARKETING 2020–2023

Senior Video Editor / Motion Graphics Designer — Produced and optimized direct-response advertising creatives for eCommerce and consumer brands.

MUTESIX 2017–2019

Senior Video Editor / Motion Graphics Designer — Created performance-focused social advertising campaigns supporting paid acquisition.

EARLIER EXPERIENCE

Elysium Productions — Cinematic Wedding Video Editor (2012–2015)

Mojo Video Marketing — Video Editor / Motion Graphics Designer / Videographer (2009–2011)