

Richard Hendrawijaya

Video Editor · UGC & DTC Performance Ads · AI Video Production · Creative Lead

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PROFESSIONAL SUMMARY

Video Editor and Creative Lead with 10+ years producing high-retention, direct-response video for brands, agencies, and creators worldwide. Specialise in UGC, DTC performance ads, VSLs, and AI-powered video production — content that has earned millions of views (several campaigns exceeding tens of millions) and driven significant lifts in retention, conversion, and closed sales. Currently editing remotely for teams across the UK, US, and Europe while leading creative and digital-education initiatives in Indonesia. Combine hands-on editing craft with marketing strategy, team leadership, and consistently on-time delivery.

CORE SKILLS

Video Editing · Motion Graphics · Direct Response / Performance Creative · UGC · DTC Ads · VSL · Short-form & Long-form · Color Grading · Sound Design · Storytelling · Creative Direction · Art Direction · AI Video Production · Team & Project Management · Event Planning · Client Communication

PROFESSIONAL EXPERIENCE

Video Editor — Advantage HQ (Full-time, Remote) Lithuania · May 2026 – Present

- Edit performance-driven video content for a remote international team, focused on retention and conversion.
- Own content editing end to end — from raw footage to platform-ready deliverables.

Video Editor & Motion Designer — Infinite Creatives (Part-time, Remote) London, UK · Nov 2025 – Present

- Lead the creation of high-impact visual content designed to strengthen brand presence and drive digital performance.
- Manage the full production process — editing, motion graphics, and delivery — with clear client communication and project management.

Senior Video Editor — Vision 99 (Part-time, Remote) Henderson, NV, USA · Oct 2025 – Present

- Deliver senior-level edits and oversee project management for a US-based creative team.
- Maintain creative quality and brand consistency across high-volume output.

Freelance Video Editor & Motion Graphics Artist — Self-employed (Remote) Worldwide · Oct 2016 – Present

- Produced and edited thousands of videos — UGC ads, DTC performance creatives, VSLs, YouTube, and podcasts — for brands, agencies, and creators globally.
- Built high-retention, direct-response edits with motion graphics, color grading, and sound design; content generated millions of views, with several campaigns exceeding tens of millions.
- Drove measurable lifts in retention and conversion that contributed to numerous closed sales for clients.

Xavier Marks — Real Estate & Digital Academy Surabaya & Jakarta, Indonesia · Apr 2019 – Jul 2026

Progressed through six roles across videography, creative leadership, and digital education:

Manager, XMarks Digital Academy Oct 2024 – Jul 2026 · Jakarta

- Led planning, development, and execution of digital content and training programs for real estate agents.

Business Promotion & Communication Aug 2025 – Jul 2026 · Jakarta

Creative Manager Jan 2022 – Dec 2024 · Surabaya

- Directed creative concepts, video production, visual effects, and event management; guided teams to deliver on time and to a high standard. (Event Planning, Art Direction +6 skills)

Creative Supervisor Sep 2020 – Jan 2022 · Surabaya

- Supervised video production and post-production, ensuring creative quality and brand consistency.

Senior Videographer & Multimedia Jan 2020 – Sep 2020 · Surabaya

Videographer & Editor Apr 2019 – Jan 2020 · Surabaya

Public Relations Intern — Telkom Indonesia Surabaya, Indonesia · Feb 2018 – Jan 2019

- Supported communication and public-engagement initiatives; strengthened stakeholder communication and presentation skills.

TOOLS & SOFTWARE

Adobe Premiere Pro · Adobe After Effects · DaVinci Resolve · CapCut · Adobe Photoshop · AI video tools (Runway, Kling, Seedance) · Frame.io · Slack · Asana / ClickUp

EDUCATION

Bachelor's Degree, Visual Communication Design (DKV) — [University], [Graduation Year]

LANGUAGES

English (Professional) · Indonesian (Native)