

Ivan Smirnov

Video Editor & Colorist · Social & Brand Video · AI Workflows

Pattaya, Thailand (UTC+7) · Remote, daily overlap with EU and US Eastern hours

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Portfolio: claude.ai/artifact/4nKNPS8n4SG6gnUKhmBM2C · Showreel: [YouTube](#) · [Vimeo](#) · [LinkedIn](#) · [Work samples 2023–2024](#) · YouTube: [How to visit a church](#), [Divine Liturgy explained](#), [Educational "unboxing" format](#)

Summary

Video editor and creative producer with 6 years in social video, content and PR for brands including AstraZeneca, British American Tobacco, Pepsi and ZTE. Grew a YouTube channel from zero to 21K subscribers with no ad budget; the top video reached 748K views.

I combine classic editing (DaVinci Resolve, Premiere Pro, After Effects) with generative AI and Make.com automation to ship more creative variations, faster. My university thesis was on attention retention on mobile platforms, so I edit for the hook and the first three seconds.

Also a builder: I run Capymapa, my own city-guide product, end to end — content, video, SEO, automations and partner deals.

Experience

Founder & Creative Lead — [Capymapa](https://capymapa.com) · Pattaya, Thailand · 2025 – present

Multilingual (RU/EN) city guide and business directory for Pattaya, built and run solo.

- Built the product on WordPress/Listeo with Mapbox maps: listings, content, SEO and partner pages.
- Shipped interactive tools: a songthaew route planner with GPS (Mapbox GL JS) and a live currency-rate widget that pulls 4 exchangers, validates the data and alerts to Telegram on failure.
- Automated content, translation and data pipelines with Make.com and AI APIs (Gemini, GPT, DeepSeek).
- Signed affiliate partnerships with local currency exchangers (Ex24, Senate Exchange).
- Built a 60-cluster content and SEO plan from an analysis of 16,000+ community messages.

- Licensed drone pilot in Thailand (CAAT-registered) for location video.

Freelance Video Editor & Automation Specialist · Remote · 2025 – present

- Video editing and Make.com automations for small businesses and a PR agency in Kazakhstan.

PR Manager & Video Production Specialist — Grey Cardinals PR Agency · Kazakhstan · Jan 2024 – Jan 2025

Clients: AstraZeneca, British American Tobacco, Pepsi, ZTE.

- Produced and edited viral social videos for IMOU, an expert video for Red Jolbors Festival, and event report films with motion graphics.
- Wrote storyboards and concepts for Samsung Galaxy AI.
- Press-event video report in Georgia reached 286.8K viewers, 7.7% of the country's population.
- Led PR strategy for AstraZeneca: the brand became #2 among biopharma companies in Kazakhstan by media mentions.

Videographer & YouTube Project Lead — United Charity Projects Evolution · Jan 2023 – Jan 2024

- Launched an educational YouTube channel from zero to 21K subscribers with no paid promotion; top videos reached 748K, 93K and 55K views.
- Ran the full cycle: content plan, scripts, studio, reportage and drone shooting, lighting, sound and voiceover.
- Edited, color graded and keyed in DaVinci Resolve, Premiere Pro and After Effects; designed thumbnails in Photoshop.
- Managed a small team, tracked retention analytics and adjusted the content strategy.

Communications Lead & PR Specialist — OPORA Russia, Tomsk office (SME association) / DETVORA children's foundation · Sep 2020 – Jan 2023

- Ran social media strategy and content for Instagram, YouTube, Telegram and Facebook; shot event and brand videos.
- Wrote press releases, posts and presentations; built a landing page and social campaign for a children's summer camp.

Skills

- **Editing & post:** DaVinci Resolve (color, chroma key, motion graphics), Premiere Pro, After Effects, Photoshop.

- **Formats:** short-form (Reels, TikTok, Shorts), YouTube long-form, talking-head and founder content, event and corporate video, voiceover.
- **Generative AI:** ChatGPT, Claude, Gemini, Midjourney, ComfyUI, Adobe Firefly / Photoshop generative tools, ElevenLabs; prompt workflows for image, video and voice.
- **Automation & web:** Make.com, APIs and webhooks, Google Sheets, WordPress, Mapbox, Gemini / GPT / DeepSeek APIs.
- **Production:** ideas, scripts, storyboards, studio and reportage shooting, lighting, sound, drone.
- **Languages:** Russian (native), English B2 (IELTS 6.0).

Education

B.A. in Advertising and Public Relations — Tomsk State University, Russia · 2016 – 2020

Thesis: New technologies for retaining attention on mobile platforms.