



RESUME · 2026

Joaquín Cancela

Editor · Filmmaker · Content Creator

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PROFILE

Video editor, filmmaker and content creator with **7+ years** producing video and photography for brands, media and startups in Buenos Aires, Alicante and Barcelona. I handle the whole process: idea, script, shooting, editing, motion and publishing. I use **generative AI** to get a first cut in minutes instead of a day.

EXPERIENCE

Content Creator — Odisei Music — FEB – NOV 2026 · BCN
Directed, shot and edited the Travel Piano Kickstarter launch video (€20,000 in 3 days). Branded fiction series, reels, ads and livestreams (ES/EN). With generative AI and Premiere plugins, the first cut of a one-hour tutorial (from one hour of footage) went from a day of editing to about 20 minutes.

Freelance Videomaker — Bad Ideas · Stockers · Calala — 2026 · BCN
Fashion campaigns and lookbooks (+387% web visits in one month), barbershop reels and documentary testimonials for an NGO.

Audiovisual Specialist — Vivir de Tu Pasión — JAN 2024 – APR 2026
Production and editing for online courses, reels, campaigns and digital launches.

Audiovisual Specialist — Tabú — MAY 2022 – JAN 2024
Co-created and grew the media outlet: 134K on Instagram, 170K on TikTok, 27M reach. Led content and team.

Content Creator — Madisson Capital — APR 2021 – JUN 2022
Video and graphic content for social media, plus social media management.

Photographer & Editor — Cool Marketing — APR 2019 – JUN 2022
Photography and live video editing for international brand events.

EDUCATION & LANGUAGES

Graphic Design & Visual Communication studies, UCES · 2017 – 2022

Spanish native · **English** professional working proficiency

RESULTS

€20,000
in 3 days · **Travel Piano** Kickstarter launch

+387%
web visits in one month · **Bad Ideas**

+27M
social media reach · **Tabú**

1 day → 20 min
first cut of a 1-hour tutorial with **AI** (1 hour of footage)

TOOLS

Premiere Pro · After Effects · Photoshop · Lightroom · Sony A7 IV · Claude · Claude Code · Higgsfield · Kling · Nano Banana Pro · Notion

CLIENTS & BRANDS

Odisei Music / Bad Ideas / Stockers BCN / Calala Fondo de Mujeres / Tabú

Watch my showreel
youtu.be/y1pnVLwScTI