

# NATHAN VELASQUEZ

**Creative Marketing Specialist | Social Media Content Strategist | Director / Editor**

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## PROFESSIONAL SUMMARY

Creative marketing specialist and director/editor with 10+ years translating music, sports, fashion, commercial, and social content into campaign-ready assets. Credited work has helped generate 35M+ cross-platform views, including 30M+ public video views across official music videos, artist rollouts, commercials, VFX, and short-form social content. Strong at turning culture, timing, and raw footage into hooks, edits, cutdowns, captions, and platform-native assets that make artists and brands easier to remember.

## CORE SKILLS

Social media strategy | Short-form content | Content calendars | Campaign rollout | Video editing | Creative direction | Brand storytelling | Audience retention | Instagram Reels | TikTok | YouTube Shorts | Music video marketing | Commercial content | AI-enhanced content | VFX | Copywriting for social | Trend research | Community-driven content

## SELECTED EXPERIENCE

### **Creative Content Strategist / Director / Editor | Nathan Velasquez / OASIS | 2015-Present**

- Build social-first visual campaigns, music videos, commercials, event recaps, reels, and rollout assets for artists, brands, and culture spaces.
- Translate creative briefs into hooks, edits, cutdowns, captions, visual systems, and platform-ready deliverables for YouTube, Instagram Reels, TikTok, and short-form social.
- Directed, shot, edited, and/or produced work across music, sports, fashion, documentary, commercial, live event, and product campaigns.
- Led HeartKadin / Kadin visuals across reels, music videos, VFX moments, and short-form content, using the Tung Tung Tung Sahur meme wave as a distribution strategy that helped generate hundreds of thousands of views around 20v1.

### **Editor | World's End | 2025-Present**

- Edit music videos, branded shorts, fashion pieces, commercials, and post-house campaign assets for artists, labels, and brand clients.
- Collaborate with directors and producers on selects, pacing, structure, graphics, sound, finishing notes, and delivery under real release deadlines.
- Support projects connected to Nike, A Ma Maniere, Botany Scientifics, NFL, Interscope Records, Apple Music / YouTube charting releases, and major-label artist rollouts.

## SELECTED IMPACT / CREDITS

- Lil Baby - F U 2X, Editor: 16M+ public YouTube views.
- Lil Baby x NFL - Touchdown, Editor: 3M+ public YouTube views.
- Meek Mill x G Herbo - Survivors Guilt, Editor: 7M+ public YouTube views.
- Rich The Kid x Kodak Black - Rain Snow, Co-Editor: 2M+ public YouTube views.
- Lil Tjay - Can't Change, AI Artist / VFX: 890K+ public YouTube views.
- HeartKadin / Kadin - 20v1, Johnny Gat, Tell On Me: social rollout visuals, reels, VFX, and meme-aware short-form strategy.
- Nike spec - Run For It, Director / DOP / Editor / Producer.
- A Ma Maniere x Nike - Timing Is Everything, Editor.
- Botany Scientifics - Grounded, Editor: multi-edit product campaign and social cutdowns.
- Justin Haynes - New York Bridal Fashion Week, Director / Cinematographer / Editor.
- Osamason, Ken Carson, 2hollis / Interscope, Kaesav, Maajins, Xhulooo: live recaps, artist visuals, reels, and rollout content.

## TOOLS

DaVinci Resolve | Adobe Premiere Pro | After Effects | Photoshop | Adobe Creative Suite | AI-enhanced content workflows | VFX workflows | Social video delivery

## EDUCATION

Roger L. Putnam Vocational Technical Academy | Graphic Communications Certificate