

Tomás Restrepo Vélez

Video Strategist & AI Video Automation Engineer

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Video strategist and AI video automation engineer with 6+ years across video editing, VFX, motion design, and AI-driven content production. I design scalable video pipelines for 8-figure e-commerce brands with Claude Code, Kling, Veo 3, Higgsfield, and ElevenLabs, and I build the web apps and automations behind them in Next.js, Python, and Supabase. Proven results: \$350K+ in attributed ad revenue, 210M+ organic YouTube views, and production systems that turn one prompt into a finished video.

EXPERIENCE

Cattory SAS · Digital Team Lead

2025 – Present · Remote

- Lead the digital team: video production, animation, and ad workflows run with media buyers.
- Built internal dashboards, quoting systems, and automations (Next.js, Supabase) to run operations.

HomeLife Media LLC · Video Editing Lead & AI Content Architect

June 2024 – Present · Remote

- Lead editor for multiple e-commerce brands, driving **\$350K+** in attributed sales through high-converting Meta Ads and TikTok creatives.
- Built a full-stack web app that turns a single prompt into a finished UGC avatar video end-to-end (avatar generation, script-to-speech, auto-captioning, kinetic transitions) via Claude Code.
- Produced AI ad creatives with Kling, Higgsfield, MakeUGC, and ElevenLabs.

Olenis RX (Rubicon) · UGC Content Lead

2026 · Remote

- Produce UGC beauty and skincare content (makeup reviews, skincare routines) for a DTC beauty brand.

Alexander Zuluaga Law Firm (New York) · Automation Engineer

2026 · Remote

- Built and shipped a live web and mobile application to manage contracts and calendars and automate contract pre-fill (Next.js).
- Automated key-date analysis to request mortgage renewals from banks faster, saving manual hours each week.

Apeel Sciences (via Team Remoto LLC) · Social Media Strategist

2025 · Remote

- Led social media strategy through a reputational crisis, moving brand sentiment from negative to neutral.
- Directed a team of editors and designers, ideating content under briefs.

Daniel Jaramillo (YouTube) · Video Strategist & VFX Compositor

2024 · Remote

- Shaped video strategy and produced retention-driven short and long-form content for a channel with **210M+** organic views.
- Compositing, color grading, and motion graphics.

HP & HyperX · Brand Content & Influencer Consultant

2021 – 2024 · LATAM (Remote)

- Created branded content (YouTube, Twitch) and advised on Meta Ads and visual direction for product launches and press events across Latin America.
- Sourced and managed influencers for brand campaigns.

CIGE S.A.S. · 2D/3D Animator (Healthcare)

2023 – 2024 · Remote

- Produced 2D/3D animations, animated tutorials, and explainer videos for a healthcare company; led storyboarding and voice-over narration.

- Two-year full-time role at Colombia's largest bank. Built an audiovisual production strategy that cut production time **10x** and costs **3x**.

SKILLS

Video & Post-Production: Adobe Premiere Pro, After Effects, CapCut, color grading, VFX compositing, FFmpeg

Animation: Motion graphics, 2D animation, 3D animation (Blender)

AI Media Production: Kling, Veo 3, Higgsfield, Google Gemini, ElevenLabs, MakeUGC, Creatify, HeyGen, Remotion

Development & Automation: React, Next.js, Node.js, Python, Vercel, Supabase, Railway, Claude Code, Playwright, workflow automation

Strategy & Marketing: Brand strategy, creative direction, Meta Ads / media buying, UGC strategy, CRO, influencer sourcing

Methods: Design Thinking, Human-Centered Design (HCD), Agile

Languages: English (C1), Spanish (Native)

EDUCATION

B.Eng. Digital Entertainment Design Engineering · Universidad Pontificia Bolivariana January 2017 – August 2021

- Emphasis on animation, digital experiences, and human-centered design (HCD) methodologies.

REFERENCES

References available upon request.