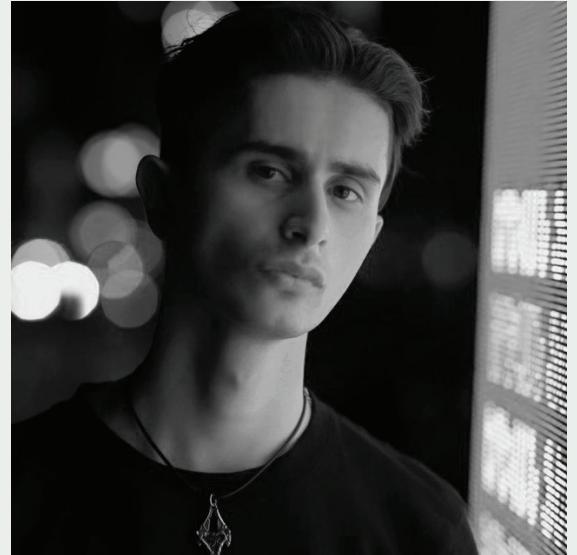


FLEX SAMSONYAN



PROFESSIONAL SUMMARY

Professional Video Editor, Creative Director, and YouTube Producer with 5+ years of experience in long-form and short-form content across entertainment, commercial, documentary, podcast, and creator-focused formats. Skilled in cinematic editing, retention-focused storytelling, pacing, sound design, color correction, and AI-powered workflows. Experienced in developing channel identities, directing production, and creating content for YouTube, social media, and brands using DaVinci Resolve, Adobe Creative Suite, and modern AI tools. Strong understanding of YouTube strategy and viewer behavior. Experienced both as an independent freelancer and as a video production lead working with production teams, creators, and brands.

PROFESSIONAL EXPERIENCE

2025 – Present Numeral Media — Freelance Video Editor

Main editor of a finance and documentary-style YouTube channel from the early stage of its growth. Focused on making finance-related content more engaging, visually dynamic, and easier to watch through cinematic editing, pacing, sound design, footage selection, and retention-focused storytelling. Contributed to the channel reaching **15K+ subscribers and millions of views within the first months**.

2023–Present SPiN Ideas Agency — Video Editor → Team Lead → Head of Video Marketing (Freelance)

Started as a video editor and later promoted to **Team Lead and Head of Video Marketing**. Managed production and post-production workflows, supervised editing teams, collaborated with marketing departments, directed video production processes, and helped shape content strategy across commercial, social media, and YouTube projects. Worked with multiple industries including media, hospitality, healthcare, public sector, and large-scale commercial brands.

2024 - 2025 Wirestock — AI Video Editor

Edited **60–100 short-form videos** daily for AI training purposes. Performed color correction, simple sound design, editing effects, pacing adjustments, and high-volume content processing for large-scale AI dataset preparation workflows.

2022–2024 FlexSide YouTube Channel — YouTube Producer / Video Editor

Produced and edited YouTube content while managing channel growth strategy, pacing, retention, and content direction. Grew the channel **from 0 to 45K subscribers and over 40 million views within one year**.

EARLIER EXPERIENCE

- 2019–2020

Armos — Videographer / Reelmaker

Directed filming, edited promotional content, and managed social media posting for one of Armenia’s major shoe brands. Worked on commercial visuals, short-form content, and brand-focused social media videos.
- 2018–2019

Shant TV — Video Editor

Edited content for major Shant TV productions including Woman’s Club and commercial projects. Worked on TV-paced editing, timing, broadcast-ready delivery, and commercial production workflows.
- 2017

TV News & TV Series Production — Cameraman / Video Editor

Worked as a cameraman and editor for TV news and TV series productions while studying at Pan Armenian Media School.

EDUCATION & TRAINING

- 2017–2018

Panarmenian Media School

Direction, Video Editing, and Cinematography training focused on visual storytelling, filming, editing workflows, and creative production.

CORE SKILLS

- Video Editing & Post-Production

- DaVinci Resolve
 - After Effects
 - Adobe Premiere Pro
- YouTube Production & Content Analysis

- Audience retention
 - Pacing analysis
 - Viewer psychology
 - Content structuring
 - Workflow supervision
- Creative Direction

- Editing style direction
 - Visual identity
 - Production supervision
- Production & Team Management

- Team leadership
 - Workflow coordination
 - Deadline management
 - Problem-solving
 - Under production pressure
- AI Tools & Workflows

- ChatGPT
 - Grok
 - ElevenLabs
 - Higgsfield
 - Kling
 - Veo 3
 - Nano Banana
 - Seedance
 - Seedream

LANGUAGES

- English – Upper-Intermediate
- Russian – Native
- Armenian – Native

CONTACTS

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