

MARK IAN HEREDERO

Senior Video Editor & Creative Specialist



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- tiktok.com/@cocoheredero
- Puerto Princesa City, Palawan, Philippines

Education

BS Criminology
Western Philippines University
2019

Expertise

- Performance ad editing (Meta & TikTok)
- UGC & AI-UGC ads
- VSL editing
- Hook creation & A/B variations
- Short-form (Reels, TikTok, Shorts)
- Sound design & audio mixing
- Motion graphics & captions
- Storytelling & creative direction

Tools

Premiere Pro After Effects
Photoshop CapCut Canva
Figma HeyGen ElevenLabs
Kling Runway Veo 3 Arcads

Languages

English · Filipino

References

Dylan Casteel
Manager, Right Customer
dylan@rightcustomer.com

Derek Morrison
Founder & CEO, M42HQ
Derek.M@m42hq.com

PROFILE

A dedicated Senior Video Editor creating high-converting content for e-commerce brands, agencies and creators. Specialized in TikTok and Meta ads, UGC and AI-UGC creatives, VSLs, Reels and YouTube videos, with a focus on strong hooks, clean pacing and performance-driven storytelling.

5.4M

views on the top 3 product videos on my own TikTok (@cocoheredero)

UGC · VSL · Ads

TikTok, Meta, Reels and YouTube creatives built to convert

WORK EXPERIENCE

Senior Video Editor – BruntWork

May 2024 – Jan 2025

- Edited e-commerce and social media video content.
- Created engaging short-form creatives focused on audience retention.
- Collaborated with teams to produce marketing assets aligned with campaign goals.

Video Editor – Contrarian Think

Jan 2025 – Jun 2025

- Edited short-form and long-form video content for social media platforms.
- Developed hooks, storytelling flow and ad-ready formatting.
- Maintained high quality with fast turnaround times.

Video Editor – Digital Brand Builders

Jul 2025 – Dec 2025

- Edited short-form and social media video content for brand campaigns.
- Created engaging creatives optimized for retention and platform-native delivery.
- Worked closely with the creative team to improve content quality and engagement.

Performance Video Editor – Filterbaby

Feb 2026 – Aug 2026

- Edited performance-driven video ads and short-form creatives for an e-commerce brand.
- Focused on strong hooks, clean pacing and audience retention for paid social.
- Collaborated with the team to produce marketing assets aligned with campaign goals.

PORTFOLIO

UGC and AI-UGC ads, VSLs, brand collaborations and my own TikTok UGC, with view counts and results.

WORK SAMPLES

cocoheredero.com/portfolio

BOOK A CALL

cocoheredero.com/contact

TIKTOK

@cocoheredero

INSTAGRAM

@cocoheredero