

Hoàng Hải

Content & Media Lead · Lead Video Editor (Remote)

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Open to remote roles and new projects, including AI-agent automation for video production. Compensation: negotiable.

Summary

Ten years in video content and four team-lead roles: Schannel (2015), VinTaTa (2017), ARR for ANTA and ANTA Kids (2023) and TS Group (2024–2025). I build the process, review rules and content calendar that let a team ship consistently on TikTok, Facebook, YouTube and Zalo. I write scripts, train editors and creators, and report numbers to management. Since 2025 I have worked remotely for US clients from English briefs. I use AI agents and tools I built to keep quality up at high volume.

Selected results

- **ARR · ANTA & ANTA Kids:** 248 TikToks from 20/5 to 12/2023, 14.7M views to date, top video 4.2M views.
- **TS Group:** while I led video, the main page's monthly reach grew from 786K to 12.4M (08/2024 → 05/2025), a shared marketing-team result that may include paid reach.
- **Schannel:** in 5.5 months as team lead, the team sustained 17.4 videos a week (410 videos) while channel views grew by 17M (+32%).

Experience

Icons of Real Estate (US) · Freelance, Video Editor · Podcast & Motion Remote
07/2026 – 09/2026

- Podcast video for several US real-estate channels, async and versioned delivery; AI for script support, B-roll search and content review.

PODS / Pod Marketing (US market), Senior Video Editor · Campaign Creative Remote
06/2025 – 03/2026

- 3+ brand and product videos a week from English briefs; one campaign video reached an 18% CTR and 9,445 clicks across two Facebook and Instagram runs (client-reported).

TS Group / DRTS, Lead Video Editor · Multi-channel content system Hanoi
01/2024 – 05/2025

- Took over a young team of editors and camera crew: set up the shoot and edit process and an animation kit; retrained everyone from the basics, including delivery files; retrained 4 contributors and wrote the review rules.
- Rebuilt the company-wide media file system and equipment; reworked the workflow and scripts for client acceptance videos.
- Used AI to read transcripts and rename and tag videos so the ad team could filter and run ads by content.
- Main page: 78 / 72 / 78 posts a month in Q1/2024 across 5 content lines (including the doctor's own posts); monthly reach (sum of daily) grew from 786K to 12.4M (08/2024 → 05/2025), a shared marketing-team result that may include paid reach.

ARR – An Viet Song Hong (parent of ANTA Sports Vietnam and ANTA Kids), Content Lead · ANTA Sports Vietnam & ANTA Kids Hanoi

05/2023 – 12/2023

- KPIs: follower growth; 6–7 videos a week for ANTA and 4–5 for ANTA Kids to one content standard. Researched customer insight and proposed quarterly content plans, content lines and social formats.
- Trained VJs and creators in writing, on-camera presence, voice recording and acting; wrote scripts, edited and reported to management every month.
- Public results: 248 TikToks from 20/5 to 12/2023, 14.7M views to date, 4 over 1M; ANTA followers 54 → 2,389 in the first five weeks. Actual output was about 4 videos a week per channel, below the KPI.

Freelance, Video Editor Hanoi
2020 – 2023

- Campaign films (VNS) and a property launch film (Long Hai), alongside film directing studies.

VinTaTa Animation Film Studio, Lead Editor · Editor Manager Hanoi
01/2017 – 08/2017

- Led a 3-person post-production team on an animated film: owned input and output standards at every stage and supported the 3D, 2D animation, 2D artist and storyboard teams through to completion; worked with a US director and DOP.

Upcreative, Video Editor / Script Writer Hanoi
06/2015 – 05/2016

- Scripts, concepts and video production in a production house.

Schannel (Cellphones tech YouTube channel), Junior Video Editor → Lead Video Editor Hanoi
10/2014 – 06/2015

- Joined as a junior shooter and editor (10/2014). Promoted to team lead in 01/2015 for 3 editors in Hanoi and Saigon: trained the junior editors, built the team's edit process, coached shooting and editing directly and gave final approval before every video went live.
- In 5.5 months as lead, the team sustained 17.4 videos a week (410 videos) while channel views grew by 17M (+32%). From 1 Mar to 14 Jun 2015 the channel averaged 116K views a day, 22% above Q4 2014.
- Scaled the “Top picks and buying advice” format from 1.7 to 3.2 videos a week (10% to 17% of output); it averaged 15% more views per video than the channel overall.

Skills

Leadership and production: planning and tracking, training editors and creators, formats, templates and review rules, delivery QC, weekly and monthly calendars, reporting to management

Content strategy: customer insight, content lines, quarterly plans, short-form for TikTok, YouTube, Facebook and Zalo; reading organic metrics

Production and post: Premiere Pro, DaVinci Resolve, After Effects, Photoshop, Illustrator, CapCut Pro

AI and automation: AI agents, MCP, prompt design, ComfyUI, Kling/Veo, Python and ffmpeg; building a tool that turns voice-over and media into a rough cut

Languages: Vietnamese (native); English (professional working proficiency)

Education

Hanoi Academy of Theatre and Cinema, Film Directing 2018 – 2020

Saigon International Film School (SIFS), Film Directing 2016 – 2017

Vietnam University of Commerce 2012 – 2016

FPT Arena Multimedia, Design, Web, Film · TPD, Script Writing (2013)

Sources: ANTA and TS Group figures from public data (lifetime views as of 10/2026), monthly reports and the marketing department workbook. Schannel: subscribers and channel views from Social Blade via Wayback Machine snapshots; videos from the public Uploads playlist. Details in the evidence pack on the portfolio.