

Paul Escalante

Senior Video Editor | Producer | Director

Dallas, TX | pgescalante@me.com | 214.803.8622 | Portfolio: elementallycreative.com/showreel

Professional Summary

Award-winning Senior Video Editor, Producer, and Director with 18+ years of experience producing commercial, corporate, broadcast, and branded content for agencies, marketing organizations, and national brands. Recognized for combining cinematic storytelling with efficient post-production workflows to deliver compelling visual content on schedule and at scale while maintaining the highest creative standards.

Selected Achievements

- **18+ years** producing commercial, corporate, broadcast, and branded content
- **800+** commercial and branded video projects delivered
- Edited **Lone Star Emmy Award-winning** Texas Rangers commercial
- Wrote, produced, and directed promotional campaign for **Visit Dallas**

Core Skills

Video Editing • Post Production • Storytelling • Adobe Premiere Pro • After Effects • Photoshop • Illustrator • Audition • Final Cut Pro • Cinema 4D • Motion Graphics • Color Correction • Color Grading • Audio Mixing • Multi-camera Production • Script Development • Interview Production • Marketing Video • Social Media Content • Broadcast • Corporate Communications • AI-assisted Editing • Adobe Firefly • Text-Based Editing • Automated Transcription • Captioning • Asset Management • Frame.io • Cloud Collaboration

Platforms and Formats

YouTube • LinkedIn • Instagram • Facebook • Digital Signage • Trade Show Displays • Broadcast • Corporate Communications

Professional Experience

Video Production Specialist | Informa Markets | Dallas, TX | 2022 to Present

- **Produced and delivered 300+ marketing videos** supporting North America's largest infrastructure and construction trade shows, creating compelling content that promoted events, engaged audiences, and elevated exhibitor visibility.
- Managed projects from **concept through final delivery** for cross-functional marketing teams.
- Created **promotional videos, interviews, event coverage, and branded content**.
- Leveraged **AI-powered editing workflows** including transcript-based editing, automated captioning, speech enhancement, and intelligent media organization to improve production efficiency.
- Supported marketing initiatives across **five business units** while managing simultaneous production schedules.
- Optimized content for **web, social, and event marketing platforms**.

Freelance Video Editor | Dallas, TX | 2020 to 2022

- Produced and edited **commercial and branded video content** for clients including **CBRE** and **Gleam Media**, translating creative concepts into polished, client-ready deliverables.

- Partnered with executive leadership to develop **compelling video campaigns** that supported marketing initiatives and strengthened brand messaging.
- Successfully balanced multiple simultaneous productions, maintaining exceptional quality while **consistently meeting aggressive deadlines**.

Senior Editor | Producer | Director | DHD Films | Dallas, TX | 2010 to 2020

- Produced, directed, and edited **500+ commercial, corporate, and branded video projects**, partnering with clients from development through final delivery to create high-impact visual storytelling.
- Spearheaded the **StoryForward** internal rebranding initiative, creating strategic video content that strengthened company identity and employee engagement.
- Wrote, produced, and directed a high-profile promotional campaign for **Visit Dallas**, showcasing local neighborhoods through cinematic storytelling to support tourism and community engagement.
- Edited **Lone Star Emmy Award-winning** Texas Rangers commercial, contributing to an award-winning production recognized for outstanding creative achievement.

Freelance Video Editor | 2008 to 2010

- **Edited hundreds of hours of raw footage** for large-scale commercial projects, transforming complex source material into polished, story-driven content while consistently meeting demanding production schedules.

Video Editor | Radiovision | Denison, TX | 2006 to 2008

- Produced, directed, and edited **commercial television spots** for regional and national clients, collaborating with creative teams to deliver engaging, broadcast-quality content.
- Managed production of a **weekly television program airing on Univision**, coordinating production schedules and consistently delivering broadcast-ready episodes under tight weekly deadlines.

Education

Art Institute of Dallas

Associate of Applied Science, 2006