

# Samuel Asenjo



Copenhagen, Denmark  
+45 31379174  
samuel.asenjotapia@gmail.com

My portfolio:

YouTube  
Instagram  
Website

video production

motion design

+ Stop motion

illustration



## Too Good To Go

### 2024 - Video Production Lead

- Lead a team of 2 Video Specialists and freelancers, providing support and guidance
- Manage and optimise creative production processes
- Integration of AI tools for creative execution (Veo, Kive, Sora)
- **Creative lead** on large video and motion assignments
- **Film** content on location for large productions
- Close collaboration with other marketing and product teams
- **Interpret and transform briefs** into compelling video narrative.



6 months

### Interim Head of Video

- Develop and execute a **video strategy** aligned with the company's overall brand and goals
- **Lead and manage** the video team (5 members + 2 new hires), ensuring all video content is produced to a high standard and delivered on time.
- Collaborate in cross-functional teams such as Product, B2B Marketing and Sales, to create video content that supports the company's business objectives.

2021-2024

### Global Video Producer

- Create **video & motion content** for all markets and internal communications on digital media channels, such as social media and digital advertising.
- Responsible for video-related projects within the creative department, using my **creative knowledge, eye for composition and aesthetics** for execution.

2018-2020

### Designer & Social Media Manager Spain

Social media strategy and campaign execution, including **graphic design and video production.** Co-hiring and onboarding 1 content manager.

## Freelance Content Creator

2016-2020

+80.000 subscribers +3 Million views

Discussing art, illustration, and drawing. I posted regularly between 2016-2020 with a cross-platform content strategy, paid brand collaborations and participating in industry events.

