

Son T. Duong

Video Editor

Queens, NY | son.tzu.duong@gmail.com | son-duong.com

Experience

Contract Video Editor | Udemy, Inc. | Apr. 2025 – Present

- Owned the final edit of a course trailer, amplifying its emotional resonance by curating high-impact moments from raw footage, refining narrative pacing, and meticulously synchronizing visuals to the soundtrack for maximum engagement.
- Spearheaded the overhaul of four courses with a new editing style and fresh motion graphics under an intense deadline.
- Created social media video content for online courses' marketing campaigns, producing both original screen-capture explainer videos and curated course excerpts for social media marketing and SEO optimization.

Marketing Video Editor | Outlier.org | Mar. 2020 – Feb. 2023

- Orchestrated the final or entire edit of course trailers in close collaboration with the CEO and VPs, captivating audiences and elevating brand awareness across the website, social media channels, broadcast TV, and live events/conferences.
- Pioneered high-converting short-form ads for paid social media campaigns on Facebook, Instagram, TikTok, and YouTube through rigorous A/B tests that slashed cost-per-acquisition dramatically and increased sales by wide margins.
- Fashioned stunning, student-focused videos that improved website experience, heightened student engagement, fostered community, cultivated trust in the company, maximized academic outcomes, and retained loyal consumers.
- Stewarded the company-wide Network-Attached Storage system for secure, efficient, and reliable data storage, greenlighting and coordinating idle DIT hard drives for ongoing film productions.

Assistant Video Editor | Optomen Productions, Inc. | Mar. 2017 – Mar. 2019

- Led end-to-end post-production as the sole assistant editor on multiple TV shows for top-tier networks (National Geographic, Food Network, and Investigative Discovery) by transforming paper edits into polished rough cuts that preserve directorial intent, auditing sound mixes to meet broadcast standards, integrating master voiceovers, onlining locked episodes from digital & legacy sources, and executing the final delivery process for the online and sound editors.
- Regulated two Avid NEXIS systems nightly for smooth accessibility across all edit bays in the two-floor office.

Lead Video Editor | 8-Player Pictures, LLC | Jul. 2013 – Dec. 2016

- Directed a team of editors in partnership with independent and corporate clients to bring creative visions to life, maximizing customer value under budget and boosting the company's reputation for excellence.
- Personally edited (picture, sound, color grade, and motion graphics) mid-sized and small budget commercials, independent and label-backed music videos, episodic documentaries, branded content, webisodes, and short films.

Independent Work

Novelist | Epic Fantasy Book Series | Feb. 2023 – Present

- Currently writing an epic fantasy, focusing on world-building, character development, and intricate storytelling.
- Conducted extensive research on mythology, history, culture, nature, and linguistics to enhance authenticity.
- Set large and small project goals to maintain strong self-discipline and meet writing deadlines.
- Developed a social media presence on TikTok, sharing updates daily and engaging with potential readers.

Skills & Software

- **Programs & websites:** Adobe Premiere Pro, Avid Media Composer, CapCut, Descript, Final Cut Pro, DaVinci Resolve, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Screen Studio, Frame.io
- **Post-production workflows:** project/media organizing, tape/hard drive cataloguing, sound and music editing, onlining, archival pulling, sourcing licensed stock footage/music, Network-Attached Storage (NAS) and Avid NEXIS administering

Education

New York University: Tisch School of the Arts | Bachelor of Fine Arts: Film and TV Production | Sept. 2009 – Jan. 2013