

LAUREL TOUPAL

CREATIVE MARKETING MANAGER | VIDEO EDITOR & CONTENT CREATOR

CONTENT STRATEGY - SOCIAL MEDIA - VIDEO PRODUCTION - VIDEO EDITING - GRAPHIC DESIGN

TikTok: 340K+
Instagram: 14K+
YouTube: 14K+

Creative marketing professional and video editor with 4+ years of experience developing multi-platform content and campaigns from concept through execution. Skilled in video editing and production, social media strategy, graphic design, copywriting, and brand storytelling. Passionate about understanding a brand's personality and transforming it into thoughtful, engaging content that builds meaningful connections with audiences.

CONTACT

Los Angeles, CA
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laureltoupal@yahoo.com
www.thelaureldesigns.com

EDUCATION

Texas State University
Bachelor of Fine Arts in Acting
Cum Laude, May 2018

SKILLS

Video Editing: DaVinci Resolve, Adobe Premiere Pro, Final Cut Pro, CapCut, iMovie

Design: Canva, Adobe Photoshop, Adobe Illustrator

Platforms: Instagram, TikTok, YouTube, Facebook, LinkedIn

Tools: Google Workspace, Microsoft Office, FileMaker Pro, Breakdown Express, Casting Networks

Core skills: Content Strategy & Campaign Planning, Social Media Marketing, Copywriting, Brand Development & Storytelling, Video Production & Editing, Graphic Design, Analytics & Reporting, Project Management, Motion Graphics

PROFESSIONAL EXPERIENCE

CREATIVE MARKETING MANAGER • VIDEO PRODUCER/EDITOR

ChildPilot | Remote

May 2023 – Present

- Lead multi-platform social strategy and quarterly marketing campaigns across Instagram, Facebook, LinkedIn, TikTok, and YouTube.
- Produce and edit short-form videos, training content, webinars, animations, blogs, emails, graphics, and presentations.
- Develop creative concepts and produce assets for product launches, promotions, thought leadership, sales initiatives, and website campaigns.
- Collaborate with leadership, sales, product, and consultants to execute company-wide marketing initiatives and analyze performance.
- Created organic social videos generating 200K+ views across platforms using trending concepts and audios.

PRODUCER • MARKETING CONSULTANT

Blind Salamander Films

July 2023 – Present

- Assist with film production, project coordination, and creative development.
- Support marketing initiatives and promotional content for film projects.
- Discuss marketing strategy, research trends, and attain BTS footage on set for social media

CONTENT CREATOR

Self-Employed

January 2020 – Present

- Produce, film, edit, and publish original content across TikTok, Instagram, and YouTube.
- Built audiences of 340K+ on TikTok and 14K+ on Instagram and YouTube by leveraging emerging trends, audience insights, and original storytelling to strengthen content strategy.
- Partner with brands to create sponsored and user-generated content.
- Perform professionally in film, television, commercial, and voiceover productions.

FRONT DESK • CONTENT CREATOR

G:50 Studio

November 2022 – May 2023

- Recorded and edited educational class content for social media.
- Designed newsletters and promotional marketing materials.
- Managed client communications and MindBody scheduling software.