

Adetayo Kobomoje

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SUMMARY

Creative Videographer and Editor with over five years of experience crafting content for brands across corporate and social platforms. I work with Adobe Premiere Pro, After Effects, and Avid Media Composer to create videos that genuinely connect with audiences, whether for digital platforms, television, or film. I shoot with both DSLR/pro cameras and iPhone depending on what the project needs, and I've developed an eye for lighting and detail that brings cinematic quality to every scene. My approach balances authenticity with polish, and I adapt my editing style to fit any creative field and deliver strong results.

PROFESSIONAL EXPERIENCE

Manchester & Me

Founder, Cinematographer, & Lead Video Editor

Manchester, England

Nov 11-Present

- Founded visual storytelling platform showcasing Manchester's authentic urban beauty to local and international audiences across TikTok and Instagram.
- Develop content strategy balancing aesthetic storytelling with platform-specific optimization for maximum reach and engagement.
- Manage the entire content pipeline from concept development and location scouting through post-production and strategic publishing.
- Analyze performance metrics to refine storytelling approach and identify trending topics aligning with audience interests.
- Maintain a consistent posting schedule while adapting to evolving platform algorithms and audience preferences.

FootballU

Motion Graphics Artist

Dallas, Texas

May 2025-Aug 2025

- Created animated explainer videos to simplify app functionality.
- Guided scriptwriting for technical features.

Tech Wellness

Video Editor

Newport Beach, CA

Apr 2023-Dec 2024

- Turned guest interviews into long-form episodes that held viewers' attention, improving the brand's average watch time on YouTube.
- Used pacing, subtitles, and platform-specific aspect ratios to make each video feel natural to the platform, boosting retention and engagement rates.
- Grew their brand audience on Instagram by cutting attention-grabbing highlights from long-form videos and turning them into shareable short content that performed well.

Cooperate Promotion Accelerator

Video Editor & Motion Graphics Designer

London, England

Jan 2023-Apr 2023

- Created animated explainer videos and educational course content with strong visual identity.
- Developed motion graphics modules to enhance learning engagement and comprehension.
- Integrated green screen footage with graphics and visuals for professional course presentation.

Turnkey Tech Staffing**Palo Alto, CA****Creative Director & Video Editor**

Feb 2022-Jan 2023

- Directed video shoots and created animated promotional content for the "Dev's Got Talent" campaign.
- Produced multi-platform content including social media shorts, YouTube videos, and television advertisements.
- Maintained consistent brand guidelines while adapting content for different formats and platforms.
- Helped boost campaign reach through creative storytelling and visual innovation.

Stars Collective Holding Groups Inc**Los Angeles, CA****Post-production Editor**

Apr 2021-Present

- Created broadcast-quality videos for Stars Collective award shows and film festivals, enhancing visual storytelling for their high-profile events.
- Applied sound design, color correction, and motion graphics to elevate production value for broadcast-ready content.
- Produced promotional content and show reels that attract industry recognition for past and future Stars Collective Projects.
- Utilized AI tools to streamline graphics production, increasing team output efficiency.

Tayo Kobomoje LLC**Jersey City, New Jersey****Lead Video Editor and Creative Director**

Feb 2020-Present

- Directed and edited content for multi-channel campaigns, creating motion graphics that supported promotional campaigns and product launches
- Direct video shoots, assemble raw footage, and edit long-form YouTube videos for diverse content creators including Karen Brit Chick and Demone Kim significantly increasing audience engagement and watch time.
- Collaborated with editorial teams to create long-form content for diverse creators, significantly increasing audience engagement
- Created edits for broadcast, social media, and digital-first distribution for international clients

SKILLS

Technical skills

- Adobe Creative Suite: After Effects, Premiere Pro, Illustrator, Photoshop
- Avid Media Composer
- Scene Lighting
- On-site Sound Setup
- Colour grading & sound editing
- Motion graphics & animation
- Green Screen Editing and visual integration
- DSLR/pro cameras and iPhone videography with File and Media Management across multiple platforms

Creative and professional skills

- Visual Storytelling and brand guideline adherence
- Creative Problem-Solving under pressure
- Editorial Collaboration with producers, editors, and content teams
- Risk Assessment
- Strong Communication
- Fast-Paced Newsroom experience with tight deadline management

INTERESTS

- Studying how creators edit content on TikTok and YouTube, breaking down what works and why
- Technical filmmaking, cameras, lighting, lenses and experimenting with them on personal projects
- Exploring animation and motion graphics techniques across music videos and advertising
- Following digital culture and subculture movements to understand what resonates online
- Meeting people from different creative backgrounds and sharing ideas
- Exploring Manchester's creative scene – art exhibitions, indie films, underground music events
- Experimenting with new creative tools, plugins, and AI workflows
- Learning new techniques from other editors and filmmakers

EDUCATION

Kwara State University, Malete
Bachelor of Mechanical Engineering

Dec, 2020

The University of Salford
Master of Arts (Editing for TV, Film, and Digital Media)

In view (July, 2026)

KEY ACHIEVEMENTS

- Completed 170+ projects across multiple platforms, consistently meeting tight deadlines
- Built a strong portfolio of motion graphics work that spans corporate, educational, and entertainment content
- Experience working with international clients and adapting content for different markets and distribution channels
- Successfully managed teams while maintaining creative quality and project timelines