

Omer Zekirovski

Performance-Driven D2C Ad Editor & UGC Creative

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Showreel: https://www.youtube.com/watch?v=jS_KXvImraY

Key Performance Metrics

400+ Paid Social Ads Delivered	41% Avg 3s Hold Rate
2.8x Campaign ROAS Lift	<24hr Iteration Turnaround

Professional Summary

Performance-driven video editor and creative specialist focused on D2C paid social, UGC, and short-form content for TikTok, Meta, and YouTube Shorts. Experienced in rapid testing, hook-first creative, and high-volume iteration designed to improve hold rate, CTR, and return on ad spend. Brings a mix of creative storytelling, post-production speed, and data-informed decision-making to performance marketing teams.

Core Skills

- Paid social ad editing
- UGC creative and direction
- Hook and CTA testing
- Short-form performance content
- TikTok / Meta / YouTube Shorts
- Rapid iteration workflows
- Adobe Premiere Pro
- After Effects
- DaVinci Resolve
- Creative strategy and performance analytics

Experience

Senior Video Editor & Content Creator – Study Space | Oct 2021 – Mar 2026

- Delivered 400+ pieces of performance content for TikTok, Meta, YouTube Shorts
- Lifted avg 3-sec hold rate from 28% → 41% through hook/CTA testing

- • Drove 2.8x ROAS on \$180k/30-day spend via 15 ad variants
- • <24hr turnaround standard with 15-20 creative variants/week

Freelance Video Editor & Director – Sydney | 2017–Present

- • Delivered 100+ projects across film, corporate, digital
- • Edited interviews, news-style segments, short-form content

Video Editor / Technical Officer – Georges River Council | 2018–2021

- • Produced multimedia content for public communications
- • Created timely, news-style video updates

Selected Filmography

Sanctuary Pariahs (2025) – Editor

My Fight (2022) – Editor

Antique Heroes (2021) – Editor

Long Awaited Guest – Director/Editor

Education

Master of Design (Digital Media) – Raffles College

Bachelor of Film & TV Directing – Skopje

Awards

Multiple international awards – Sanctuary Pariahs (2026)

Best Feature Documentary – NYC International Film Festival (2022)

ACS Silver Award (2021)

References:

Adam Dostalek Producer/Director/Founder - 0413555677

Brendan Rose-V-Mark Design - Founder - 0403569434