

JASON IRVINE

Video Editor & Multimedia Specialist | Final Cut Pro • Marketing Videos • Podcasts

Reno, NV (PT) | Remote only | Available for Eastern hours (9–5 ET) | Portfolio: jasonirvine.com

SUMMARY

Video editor and multimedia producer focused on marketing video, podcasts, and YouTube content. I edit long-form podcast episodes, video sales letters, trailers, and short-form clips in Final Cut Pro, and handle audio engineering, AI voice (ElevenLabs), and licensed music/b-roll (Artlist). My background in funnels and marketing automation means I edit with the end goal in mind: what the video has to do on the page, in the ad, or in the email. Based in Pacific Time and happy to work a full Eastern Time schedule (9–5 ET / 6am–2pm PT). I'm an early riser, so East Coast teams get me online and responsive from their first meeting.

CORE SKILLS

- **Editing:** Final Cut Pro: long-form podcast episodes, video sales letters (VSLs), YouTube trailers, short-form repurposing
- **Audio:** GarageBand, podcast audio engineering, ElevenLabs AI voice cloning
- **Assets & Publishing:** Artlist licensed music and b-roll, YouTube channel publishing
- **AI-Assisted Production:** AI tools for scripting, voice, and production speed, with human QA on every deliverable
- **Marketing Context:** Funnels, landing pages, Meta Ads, email (Klaviyo), GoHighLevel — I know where the video gets used and what it needs to do

EXPERIENCE

CRM, Automation & Funnel Specialist (Contract) | KeepYourFocus LLC dba Ron Williams Coaching | 2022 – Present

- Audio/video engineer and editor for the Be Magnificent Now podcast and YouTube channel: AI-cloned voice (ElevenLabs), Artlist music and b-roll, trailers, and long-form VSL editing in Final Cut Pro.
- Produce marketing video for coaching funnels and paid ads, aligned to the landing pages and email sequences they support.
- Also build and maintain 23 live GoHighLevel workflows and 3+ ManyChat Instagram automations (enrollment, contracts, payments, onboarding, community events).

eCommerce & Funnel Builder (Contract) | Peak Herbal Products | 2024 – Present

- Supported product marketing for a supplement brand, including the Shopify store relaunch (September 1, 2026) and a \$19.97 trial-offer funnel with Meta Ads tracking.
- Built 7 live GHL workflows and 10 live Klaviyo email flows connecting sales, fulfillment, and reorder follow-up.

Owner / General Manager | Free World Products, Inc. | 2007 – 2022

- Ran a brick-and-mortar retail business for 15 years: staff, inventory, vendors, and customer service. Closed the business after COVID; I am now a part-time dementia caregiver for a parent, which is why I work remote only.

EDUCATION & CERTIFICATIONS

- HighLevel Certified Admin — in progress (Part A passed, 96%)
- B.S., Information Technology — University of Phoenix (2003)
- M.A., Marital & Family Therapy — Alliant International University, CSPP (2007)
- Certified Trainer of NLP, Master Coach — Tad James Co.

REFERENCES

Available upon request.