LANCELOT R. ELNAR

AI UGC Video Editor

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PROFESSIONAL SUMMARY

AI UGC Video Editor with 5+ years of experience in digital marketing, design, and eCommerce. Creates UGC-style video ads for eCommerce products using Google Flow and Higgsfield, supported by a background in video editing, copywriting, and social media marketing. Experience building Shopify stores, landing pages, and sales funnels adds a practical understanding of customer avatars, advertising angles, and ad-to-page message match. Seeking a full-time role creating video ads for eCommerce and DTC brands.

CORE SKILLS

AI UGC Production: AI video generation, UGC-style video ads, direct-response scripts, hook and angle variations, vertical video editing, captions and on-screen text

Marketing Strategy: Customer avatars, advertising angles, offer positioning and messaging, ad-to-page message match, copywriting, content strategy, social media management

eCommerce and Funnels: Shopify store launches, landing pages, product detail pages, advertorials, quiz funnels, VSL-style pages, conversion rate optimization, A/B testing

TOOLS

AI Video and Image: Google Flow, Higgsfield, Nano Banana Pro

AI Assistants: ChatGPT, Claude Code, Claude AI, Google AI, Manus AI

Video Editing: Adobe Premiere Pro, Adobe After Effects, CapCut

Design: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Canva

eCommerce: Shopify, Funnelish, Replo, GemPages

Productivity: Google Workspace, Microsoft Office Suite

AI UGC PORTFOLIO PROJECT

AI UGC Spec Ad Portfolio — 2026

Independent project

- Produced a portfolio of 10 UGC-style spec ads, with five ads each for a vitamin C brightening cream and magnesium sleep gummies, published at lancelotelnar.com.
- Develop a distinct creative angle and script for each ad, such as a less rushed morning routine and a simple skincare routine.
- Generate scenes with AI video tools, then finish each ad in an AI-assisted editing workflow with short-form captions and on-screen product callouts.

PROFESSIONAL EXPERIENCE

Shopify Store Launch Director — March 2025 – June 2026

- Directed end-to-end Shopify store launches for eCommerce brands, covering domain and DNS setup, product listings, shipping, theme customization, and app integrations.
- Built landing pages, primarily in Replo, and customized product detail pages for specific customer avatars and advertising angles.

- Created pre-lander formats including advertorials, quiz funnels, news-style articles, VSL-style pages, and bridge pages.
- Ensured strong ad-to-page message match and worked closely with Creative Directors to turn marketing angles into optimized customer experiences.
- Analyzed conversion and page performance data to guide continuous improvements.

Freelance eCommerce Funnel Builder October 2024 – February 2025

- Designed sales funnels and mobile-responsive landing pages for eCommerce businesses using Funnelish, Replo, and GemPages.
- Worked closely with clients to align funnels with brand identity and marketing objectives.
- Assisted with product launch campaigns and customer acquisition strategies.

Social Media & Marketing Coordinator April 2023 – September 2024

WARP Group Pty Ltd

- Managed social media marketing and creative assets for WARP Traffic Management, Workmate Training Academy, Safetek Solutions, iiCaptain, DC Customs, and Bullant Engineering.
- Developed social media campaigns to strengthen brand awareness and customer engagement, and evaluated performance using analytics.
- Designed digital and print marketing materials, including brochures, flyers, signage, banners, decals, and company branding assets.
- Collaborated with stakeholders and department heads across multiple brands.

Social Media Manager / Graphic Designer July 2020 – August 2022

Susulud Tailored Projects

- Managed Facebook and Instagram campaigns and daily content creation.
- Developed marketing strategies and competitor analyses.
- Uploaded and managed 500+ product listings and maintained website functionality.
- Designed digital marketing assets and worked directly with clients on branding solutions.

EDUCATION

Bachelor of Science in Mechanical Engineering 2018 – 2022

Don Honorio Ventura State University, Bacolor, Pampanga | DOST Scholar

ADDITIONAL INFORMATION

Languages: English, Filipino

Industries: eCommerce and DTC, Personal Care and Cosmetics, Healthcare and Wellness, Food and Hospitality, Education and Training, Engineering, Marine Training, Traffic Management and Safety