



Emercel Cason

Digital Content Strategist

✦ Contact

✦ icon@ellacason.com

✦ www.ellacason.com

✦ Skills

✦ Video Editing

✦ Graphic Design

✦ Content Creation

✦ Digital Marketing

✦ Brand Management

✦ Content Strategy

✦ Content Planning

✦ Adobe Creative Suite

✦ Language

✦ English

✦ Tagalog

✦ Profile

Video editor and digital content strategist with experience in brand design, content planning, content calendar management, graphic design, and digital publishing. Led content strategy and creative execution. Background includes Adobe Photoshop since 2002 and video editing since 2016.

✦ Work Experience

Digital Content Strategist 2025 - Present
Mindful & Me

- Lead digital content strategy and creative execution for the Mindful & Me platform, shaping a cohesive visual identity across digital channels.
- Build and manage the content calendar, create branded graphics and video content, and support consistent publishing.

Video Editor 2023 - Present
Pixel ICON Studio

- Provide freelance video editing services for brand and digital content through Pixel ICON Studio.
- Manage projects from footage review and organization through final export and delivery.

✦ Education

Film 2014 - 2018
American, River College - Sacramento, CA

Web Studio Adobe Photoshop 2005
Informatics Computer Institute - Philippines

B.S. in Industrial Psychology 1998 - 2002
Polytechnic University of the Philippines