

DEAN DARRYL DAYAO

VIDEO EDITOR / MOTION DESIGNER / CREATIVE DIRECTOR

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View Portfolio (Google Drive)

PROFESSIONAL SUMMARY

Video editor and motion designer with 8+ years specializing in B2B tech and MSP marketing. Founder of Wibby Creatives, supporting 10+ agency partners with video production, motion design, social graphics, and website creative — including 200+ MSP website rebrands and ongoing retained creative work across multiple agency accounts.

PROFESSIONAL EXPERIENCE

Founder & Creative Director - Wibby Creatives

Manila, Philippines | 2022 - Present

- Founded Wibby Creatives and lead end-to-end creative direction for 10+ retained B2B tech and MSP-focused marketing agency partners.
- Own creative production strategy across video, motion, and web — sustaining 48-hour standard turnaround across multiple concurrent agency pipelines.
- Direct landing page and website design strategy for clarity, brand consistency, and conversion — including GoHighLevel funnel builds for clients migrating to GHL.

Lead Video Editor & Web Customization Specialist - MSPSites / Tech Pro Marketing

Remote | 2023 - Present | mspsites.com

- Lead video editing operations across a high-volume MSP website network — owning testimonial cuts, webinar recuts, promotional clips, and case-study edits for 200+ technology brands.
- Spearheaded the rebrand and customization of 200+ MSP website templates, evolving standard layouts into bespoke client-specific designs aligned to each MSP's identity.
- Direct website and landing page design refinement — section hierarchy, visual flow, spacing, and brand alignment — driving clarity and conversion across client deliverables.

Senior Graphic Designer - Tech Pro Marketing

Remote | 2022 - Present | techpromarketing.com

- Lead design for social graphics, print materials, PDF guides, SEO visuals, and campaign assets powering paid-ads and lead-generation across LinkedIn, Facebook, and Google.
- Advise agency founders and marketing leads on visual strategy for MSP clients running active paid campaigns.
- Own delivery of campaign-ready creative on tight cycles, driving traffic, trust, and conversion KPIs across multiple concurrent client accounts.

Social Graphics & Print Material Designer - Windmill Growth

Remote | 2023 - Present | windmillgrowth.com

- Designed 100+ LinkedIn carousels and print-ready assets establishing thought-leadership presence for founder clients on professional platforms.
- Translate complex business concepts into clear, visual-first narratives optimized for LinkedIn's organic distribution.
- Maintain ongoing creative partnership, delivering on-request design work for retained founder accounts.

Motion Designer & Video Editor - MSPcamp

Remote | 2023 - April 2026 | msp-camp.com

- Produced custom Canva graphics, branded animations, and reusable motion templates scaling MSP social content for 50+ end-clients.
- Owned Tech Tips and educational video editing with VFX, screen-recording overlays, and motion enhancements that strengthened MSP authority content.
- Architected reusable motion asset libraries and creative systems enabling consistent branded delivery across the MSPcamp client base.

Motion Designer & Graphic Designer - Brand Buddy

Remote | 2024 - February 2026 | brandbuddy.co

- Led motion design for Amazon A+ content — product highlights, feature callouts, and ecommerce storytelling driving listing conversion.
- Designed A5 product visuals and supporting graphics for Amazon brand storefronts and listing assets.
- Owned motion and static creative delivery for ecommerce brands, sharpening product-value communication at the point of purchase.

Freelance Video Editor & Motion Designer - Independent

Remote | 2018 - 2022

- Delivered independent video and motion contracts across tech, B2B, and creative-services clients while building specialization in agency-side creative production.
- Sharpened craft across long-form video, short-form social, and animated explainers — foundation that launched Wibby Creatives in 2022.

Motion Designer & Storyboard Artist - Sage Animation

Remote | 2016 - 2018 | sageanimation.com

- Built explainer videos for client websites' hero sections, helping early-stage tech brands communicate value clearly.
- Created storyboards and motion concepts positioning client products and services as expert solutions.
- Produced visual stories focused on attention, clarity, and website conversion.

CLIENT TESTIMONIALS

Steven Badorf

Creative Director, MSPcamp

HEAR IT FROM STEVEN →

Ben Bauron

CEO & Co-Founder, Windmill Growth

HEAR IT FROM BEN →

SELECTED IMPACT

200+
MSP websites rebranded

10+
Long-term agency partnerships

8+ yrs
Creative production experience

EXPERIENCE TIMELINE

- Founder & Creative Director**
Wibby Creatives
2022 — Now
- Lead Video Editor & Web Design**
MSPSites / Tech Pro Marketing
2023 — Now
- Senior Graphic Designer**
Tech Pro Marketing
2022 — Now
- Social & Print Designer**
Windmill Growth
2023 — Now
- Motion Designer & Video Editor**
MSPcamp
2023 — 26
- Motion & Graphic Designer**
Brand Buddy
2024 — 26
- Freelance Video & Motion**
Independent
2018 — 22
- Motion Designer & Storyboard Artist**
Sage Animation
2016 — 18

CORE SERVICES

- Video Editing
- Motion Design
- VFX
- Social Graphics
- Website Design
- Landing Pages
- GHL Development
- Creative Direction

TOOLS

- Video & Motion**
Premiere Pro, After Effects, Audition, DaVinci Resolve, CapCut
- Design**
Photoshop, Illustrator, Figma, Canva Pro
- Web & CRM**
WordPress, Elementor, GoHighLevel
- AI Workflow**
ChatGPT, Claude, Cursor

PORTFOLIO FOCUS

Client testimonial edits, webinar highlights, reels and shorts, branded VFX, animated text, Tech Tips videos, LinkedIn carousels, website designs, landing page optimization, and MSP website template rebrands.

VIEW FULL PORTFOLIO →