

JOANNA “SKY” HAIRSTON

AI Video Producer • Short-Form Content Creator • Founder, VibeFlow Digital AI

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Portfolio: vibeflowdigital.com | youtube.com/@VibeFlowDigitalAI

SUMMARY

AI video producer who ships finished, hyper-realistic short-form video daily — one operator, full pipeline, concept to final cut. Founder of VibeFlow Digital AI, producing cinema-grade ads and brand films for nationally recognized companies through direct studio work and agency partnership. Behind the AI stack: 15+ years in marketing, design, and social growth, including 230% year-over-year audience growth, an audience scaled from 200K to 500K+, and a 30% lift in email conversion. Classically trained (BFA) with a working command of hooks, retention pacing, and direct-response structure.

PRODUCTION STACK

- **AI Video Generation:** Kling AI 2.6 (image-to-video, motion), Seedance 2.0, Higgsfield Canvas & CLI, Sora, Google Veo 3, Luma, Dreamina
- **Generative Imaging:** Nano Banana Pro, Adobe Firefly, Photoshop (generative fill), Magnific/Freepik upscaling
- **Audio & Avatars:** ElevenLabs (voice), Suno (original music), HeyGen (lip-synced digital twins)
- **Edit & Finish:** Adobe Premiere Pro, CapCut, Veed, Topaz Labs, Canva, Artlist
- **AI Workflow:** Claude for prompt systems, scripting, and campaign strategy; Cowork for production automation

EXPERIENCE

Founder & AI Video Producer | VibeFlow Digital AI — Clearwater, FL

Sep 2024 – Present

- **Studio output:** Produce cinema-grade AI video ads and brand films end-to-end — concept, script, still generation, motion, VO, music, and final edit — shipping polished vertical video on daily turnarounds.
- **Agency partnership:** Deliver AI-generated video campaigns for established consumer brands in collaboration with Creative Director Dave Spector at AdVenture Media, concept through final cut.
- **Portfolio highlights:** Spec ads for Genesis (GV60 Magma) and First Watch — full cinematic builds demonstrating character consistency, accurate lighting, and zero-morph motion.
- **Cluster System:** Developed a proprietary production methodology that breaks scripts into modular clusters and syncs generative stills, motion, voiceover, and music — production-grade output at scale.

Marketing Director & Alternate Administrator | Caring Hearts Residential Services — Columbus, OH

Mar 2024 – 2026

- Led launch of the Florida office; directed brand and content strategy across two regional markets; designed a proprietary caregiver mobile app and built the corporate website.

Marketing & Social Media Manager | TradePending — Carrboro, NC

Sep 2022 – Mar 2024

- **Video-led growth:** Conceptualized, shot, and edited multi-platform video content driving a 230.1% year-over-year audience increase.
- **Conversion:** Targeted email campaigns delivered a 30% improvement in conversion rates.
- **Brand consolidation:** Merged social accounts across an acquisition of two companies with zero loss of brand consistency.

Social Media Marketing Coordinator | QuiAri (Global Health & Wellness) — Brandon, FL

Dec 2021 – Jul 2022

- Scaled following from 200K to 500K+; wrote, produced, and edited Instagram and Facebook Reels.

Manager / Creative Director | Cosmic Center — Florida

Aug 2018 – Sep 2021

- Defined and executed company-wide marketing strategy; built and maintained the website; ran both e-commerce and brick-and-mortar retail operations.

Freelance Artist & Merch Designer — Music Industry | Independent — clients incl. Yelawolf, Rittz, Tech N9ne 2014 – 2018

- Designed album covers, shirts, merch, banners, and posters for major independent hip hop artists, including Yelawolf, Rittz, Tech N9ne, and other Strange Music and Slumerican-affiliated artists — concept through print-ready delivery.

Earlier career: Graphic & Web Design, Arc Fin Tech (2015–2018) • Sales & Interior Design Manager, Euro Living Furniture • Director of Special Projects, State Farm agency (promoted from Administrative Assistant within one year)

CORE SKILLS

Short-form video (TikTok / Reels / Shorts) • Direct-response editing: hooks, retention pacing, captions, CTAs • UGC-style & paid social creative • Prompt engineering • Character & scene consistency • Motion graphics • Album cover & merch design (apparel, posters, banners) • Mural painting • Web design (WordPress, Wix) • Social media strategy & community management • Copywriting • Brand identity design • Content calendars & analytics • Trend research

EDUCATION & ADDITIONAL

BFA, The Art Institute of Tampa • Languages: English, Spanish (intermediate) • Authorized to work in the US for any employer • Fully equipped remote studio, Eastern Time