# ESRAEL ELALA

**TECHNICAL CONTENT PRODUCER | VIDEO & LEARNING CONTENT**

Seattle, WA | 206-468-5080 | elalaesrael@gmail.com

## PROFESSIONAL SUMMARY

Technical content producer with 8+ years of experience across video production, digital content and software quality assurance, including four years at Amazon. Combines an engineering background with hands-on storytelling, motion graphics and AI-assisted content workflows. Experienced in partnering with software developers, engineering teams, project managers, technical project managers and directors to translate complex requirements into clear, actionable content that supports internal tool adoption and efficient workflows.

## CORE COMPETENCIES

Technical training content • Internal tool enablement • Script development • Storyboarding • Video production and editing • Motion graphics and animation • Stakeholder alignment • Content review and approval • Technical documentation • Software release readiness • Quality assurance • AI-assisted content development

## RELEVANT PROFESSIONAL EXPERIENCE

### AMAZON | Feb 2017 – Mar 2021

Creative Development & Editor (Feb 2019 – Mar 2021) | Quality Assurance Engineer (Feb 2017 – Feb 2019)

- Led cross-functional communication with software developers, software engineers, project managers, technical project managers and directors to align content objectives, technical requirements and delivery priorities.
- Translated internal tool functionality, technical processes and stakeholder requirements into clear instructional materials and actionable content to help teams use tools efficiently and consistently.
- Partnered with technical subject matter experts to clarify workflows, validate technical information and incorporate stakeholder feedback into content revisions and final deliverables.
- Supported creative development, content planning, editing and final quality review, aligning visual communication and messaging with internal business and technical needs.
- Owned go/no-go release testing for applications including Amazon Shopping, Kindle and Alexa, coordinating test execution, defect reporting and release-readiness communication with engineering stakeholders.
- Developed and executed automated test scripts, reducing manual testing time by 40%; applied regression testing, defect analysis and quality validation to support reliable software releases.
- Led release testing during Prime Day, Black Friday and Cyber Monday, communicating risks and quality findings to cross-functional teams to support launch decisions.

### SCALE AI / MICRO1 / MERCOR | Nov 2023 – Present

Prompt Engineer & AI Content Trainer (Contract)

- Review, evaluate and approve training content against project-specific rubrics, accuracy requirements, instruction-following criteria and quality standards.
- Develop and refine prompts and structured training examples across multimodal workflows; identify failure patterns and provide actionable feedback to improve content quality and consistency.
- Apply AI-assisted workflows to content ideation, evaluation and iterative refinement while adapting to changing technical requirements and review guidelines.

## ADDITIONAL CONTENT PRODUCTION EXPERIENCE

**OKAYAFRICA / OKAYPLAYER | Mar 2021 – Feb 2025**

Video Editor & Producer / Social Media Manager & Content Coordinator

- Owned end-to-end video production, from creative briefs, content outlines, script development and storyboarding through filming, editing, motion graphics and final delivery.
- Created polished visual content using Adobe After Effects and Premiere Pro, incorporating animation, transitions, graphics, captions and audio to communicate stories clearly.
- Helped launch three original shows across two channels as lead producer and primary editor, coordinating production schedules, creative stakeholders and final assets.
- Partnered with directors, writers and creative teams to interpret feedback, revise content and maintain consistent visual standards across multiple concurrent deliverables.
- Repurposed original and archival footage into audience-focused video assets, contributing to 10x growth in YouTube engagement.

**PRIVATE CLIENTS | Apr 2025 – Present**

Content Producer & Video Editor

- Produce and edit digital video and branded content for multiple clients, translating briefs into clear visual narratives and polished deliverables.
- Manage content revisions, asset organization and delivery schedules while maintaining consistent messaging and visual quality.

**HABESHAWWI CLOTHING | Oct 2019 – Present**

Creative Director & Content Lead

- Direct creative development and review final video, photography and campaign assets for quality, visual consistency and audience relevance.

## TOOLS & TECHNICAL SKILLS

Video & Design: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Lightroom, DaVinci Resolve, Final Cut Pro, Avid Media Composer.

AI & Content: Generative AI, prompt engineering, multimodal content evaluation, AI-assisted scripting and creative workflows.

Engineering: Software QA, automated testing, regression testing, defect reporting, go/no-go validation, release readiness, technical requirements and cross-functional collaboration.

## EDUCATION & PROFESSIONAL DEVELOPMENT

South Seattle College | Year Up United (Puget Sound) Alumni