

Brief Cover Letter - Short-Form Video Editor & Storyteller (MoonSleep)

Hi MoonSleep Founders & Creative Team,

Watching MoonSleep scale to 400M+ views and 25,000+ products sold since March 2026 is inspiring - and as someone who has spent **14+ years in holistic health, clinical massage therapy (certified since 2012), nervous-system regulation, and rest/recovery** alongside **10+ years running my own websites and social media channels** and **6+ years in Web Design, UI/UX, Graphic Design, Fine Art & Web Accessibility (Santa Monica College, 2020)**, your cozy, whimsical, human-first aesthetic is right in my wheelhouse.

The 3 Portfolio Pieces & Video Systems I'm Proudest Of (and Why):

- **1. @loanofficerchels Animated & Story-Driven Relocation Reels + ManyChat Keyword Funnel:** I scripted, edited, and paired atmospheric Carolina lifestyle/relocation Reels with automated ManyChat comment-to-DM keyword triggers (MOVE, VA, LAKE, BOOK, APPLY) that deliver instant PDF guides. *Why I'm proud of it:* Instead of feeling like a stiff corporate ad, it blends warm, personal storytelling with seamless DM conversion mechanics that turn viewers into leads.
- **2. Multi-Hook Paid Ad & Trial Reel Variations Engine (webinar.loanofficerchels.com & [@loanofficerchels](#)):** I took core founder talking-head and b-roll footage and systematically cut multiple 3-second hook variations, pacing shifts, caption styles, and CTA endings for Meta ad testing and Instagram Trial Reels. *Why I'm proud of it:* It proved how one raw shoot can be multiplied into a high-performing testing matrix without losing the founder's genuine voice.
- **3. Tail & Twilight & ShowingReadyHome E-Commerce Brand Visuals & Content Engine:** Created warm, story-driven product visuals, mockups, and short-form social cuts across my custom pet/home e-commerce brands using my UI/UX and graphic design background. *Why I'm proud of it:* It combines cozy, heartfelt lifestyle aesthetics with clear conversion structure, 6x Anthropic Claude & OpenAI-certified AI workflows, and 22 years of organized file management.

I thrive on organizing raw footage libraries, spotting the emotional micro-moments in founder/lifestyle clips, and rapidly turning out 10-20 hook and pacing variations for Trial Reels and paid social. (Plus, 10 years of high-volume bartending earlier in my career taught me how to read people in three seconds, stay unflappable on tight turnarounds, and tell stories that connect with anyone!) Note on location: I am US-based (Eastern Time) working remotely with full flexibility for async turnarounds and would love to complete the paid test edit using your footage!

Warmly,

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CHELSEA REEDER

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6x AI Certified Marketing Strategist (3x Anthropic Claude & MCP + 3x OpenAI Academy - 100% Scores), GoHighLevel (GHL) Implementer, Web/UI Designer & Licensed Real Estate Finance Professional (NMLS #2741400) bringing 22 years of file management & operational administration, 14+ years in holistic health & massage therapy (Certified since 2012), 10+ years managing brand websites & social media accounts, and 6+ years in Web Design, UI/UX & Web Accessibility (since 2020). Proven track record building end-to-end GHL sub-accounts, automated SMS/email/voice workflows, Meta & TikTok paid lead-generation funnels, ManyChat DM automations, Trial Reels engines, and multi-business Notion operating systems.

CORE TECHNICAL, AI, DESIGN & OPERATIONAL COMPETENCIES

GoHighLevel (GHL) & AI Agents: Sub-Accounts, Snapshots, Pipelines, Calendars, Tag/Trigger Workflows, Webhooks, A2P 10DLC, AI Voice/SMS, MCP

Paid Social & Lead Gen: Meta Ads Manager, TikTok Ads, Meta Pixel & Events, Custom Audiences, 4-Angle Creative Testing, Lead Forms, Compliance

Short-Form Video & Social (10+ Yrs): Instagram Reels, Trial Reels, TikToks, BIGVU, CapCut, Canva Brand Kits, Carousels, ManyChat Comment-to-DM

Web, UI/UX & Operations (22 Yrs): Web Design, UI/UX & Accessibility (6+ Yrs), Notion OS Architecture, File Management (22 Yrs), Reg Z & Fair Housing

RELEVANT EXPERIENCE & SYSTEMS BUILT

Growth Systems Architect, Digital Marketer & Licensed Mortgage Broker (NMLS #2741400) **Mar 2026 - Present**
Community Mortgage Solutions LLC & Loan Officer Chels Brand (loanofficerchels.com · @loanofficerchels) Greenville / Clemson, SC (Remote)

- GoHighLevel (GHL) Funnel & Automation Build:** Architected and deployed full GHL CRM implementation (pipelines, custom calendars, forms, and tag-based trigger workflows) powering webinar.loanofficerchels.com, including automated registration confirmation, multi-touch SMS/email reminders, post-event nurture sequences, and a 90-day lead reactivation campaign.
- AI Voice, MCP & Conversational SMS Workflows:** Built and configured GHL AI assistant workflows ("Chelsea's Mortgage Assistant") with automated opt-out handling, TCPA/A2P 10DLC compliance, missed-call text-back routing, and instant urgent-lead escalation alerts.
- Paid Social Media & Compliance-Checked Lead Generation:** Designed full-funnel Meta lead-generation campaigns targeting Carolina homebuyers, veterans (VA), and real estate investors (DSCR), managing Meta Pixel tracking, custom audience segmentation, 4-angle video hook testing, and strict Reg Z / MAP / Equal Housing compliance.
- ManyChat & Short-Form Video Engine:** Built automated ManyChat comment-to-DM keyword funnels (*MOVE, VA, LAKE, BOOK, APPLY*) integrated with launch kits, scripted, filmed, and edited multi-hook vertical Reels, TikToks, AI-animated video assets, and accessible web landing pages.
- Notion Multi-Business Operating System:** Built a centralized Notion Command Center housing 6 business hubs, active borrower & commercial pipelines, realtor partner CRM databases, content swipe files, and weekly execution dashboards.

Co-Founder, E-Commerce Operator & Web / Visual Design Lead **2025 - Present**
Foothills Staging Co. · Tail & Twilight · ShowingReadyHome Clemson, SC (Remote)

- Real Estate Staging & Realtor Co-Marketing Systems:** Co-founded Foothills Staging Co., developing tiered vacant-home staging packages, realtor CRM lead capture; scripted, filmed, and edited multi-hook vertical Reels, TikToks, AI-animated video assets, and accessible web landing pages.
- Digital & Print-on-Demand E-Commerce:** Created and scaled two e-commerce shops - *Tail & Twilight* (custom pet/equestrian canvas prints integrated with Printful) and *ShowingReadyHome* (digital home-seller checklists) - applying UI/UX, graphic design, AI keyword research, and listing SEO.

Mortgage Loan Officer (NMLS #2741400) **Sep 2025 - Apr 2026**
1st Advantage Mortgage Easley, SC (Remote)

- Originated residential loans (VA, USDA, FHA, Conventional) across SC and NC; managed end-to-end loan files in Wemlo, performed USDA property/income eligibility lookups, coordinated appraisals/title/closings, and created co-branded marketing flyers and buyer packets for real estate partners.

Founder, Holistic Health Practitioner, Massage Therapist & Breathwork Coach (14+ Years) **2012 - Present**
Self-Employed Private Practice (Certified Massage Therapist Since 2012 · Breathwork · Web & Social Media Manager) California & Clemson, SC

- Built and operated a 14+ year holistic health and clinical therapeutic massage practice (certified in 2012) and trauma-informed breathwork practice; independently designed, wrote, and managed all brand websites, accessible web forms (6+ yrs UI/UX & accessibility), social media channels (10+ years), digital content, and automated client intake/retention systems.

Previously Licensed Residential Real Estate Appraiser & Earlier Hospitality / Operations Career **Apr 2004 - 2016**
Regional Appraisal Associates (NY, 2004-2009) & High-Volume Hospitality / Bartending (10 Years) NY & CA

- Real Estate Valuation & File Management (5.5 Years, Part of 22 Years Total File Management Experience):** Completed residential property appraisals, comparable market analyses (CMAs), municipal/district research, and USPAP-compliant valuation reports under strict lender deadlines as a Previously Licensed Residential Real Estate Appraiser.
- High-Volume Hospitality & Bartending (10 Years):** Built the fast-paced multitasking, grace under pressure, people-reading, and high-trust sales instincts that drive my client retention, consumer psychology, and conversion copy today.

LICENSES & CERTIFICATIONS

- Anthropic Claude Academy Certified (Oct 2026 · 100% Scores):** [Claude 101](#) (ID: e97375a29a1bcaa4dfa35d74bbda1d69), [Building Effective Human-Agent Teams](#) (ID: 2aa74b465d326c2fc091cb76f923d65b) & [Introduction to Model Context Protocol \(MCP\)](#) (ID: 8b5c8e5e92579debe8ba75a5a88bca24)
- OpenAI Academy Certified (Oct 2026 · 100% / 20 out of 20 Scores):** [AI Foundations](#), [Applied AI Foundations](#) & [Agents and Workflows](#)
- Licensed Mortgage Loan Originator (NMLS #2741400)** - Active in SC & NC
- Certified & Licensed Massage & Bodywork Therapist** - Certified since 2012 (14+ Years) & SC LLR
- Certified Breathwork Practitioner** (David Elliott, 2018) & **Reiki Master** (2016)
- Previously Licensed Residential Real Estate Appraiser** - New York State (2004-2009)

EDUCATION & DESIGN TRAINING

- Santa Monica College (2020)** - Web Design, UI/UX Design, Graphic Design & Fine Art Coursework (6+ Years Web Design & Accessibility)
- Healing Hands School of Holistic Health** - Holistic Health Practitioner Program (1,000 Hours, Graduated May 2017)
- Mortgage Educators and Compliance (MEC)** - Federal & State SAFE Act Lending, Compliance & Finance