



## PROFILE

Creative and results-driven digital creator with strong skills in graphic design, video editing, and social media management. Proficient in Excel and Content creation, with a proven track record as a social media influencer. Experienced in handling brand presence across platforms and delivering engaging, high-quality content.

## EDUCATION

### CHSE (Paradeep College)

B.com

July 2020 - April 2023

### CHSE ( SVM Autonomous College )

Commerce

June 2018 - April 2020

## SKILLS

- Video Editing
- Content Creation
- Social Media Management
- Photography & Photo Editing
- Reels & Shorts Editing
- Excel (Data tracking, analytics)
- Competitor Analysis
- Social Media Analytics Tools
- Multi-channel Marketing
- Creativity & Innovation
- Communication & Collaboration
- Market Research
- Trend Analysis
- Generative AI

## TECHNICAL SKILLS

- CapCut
- Canva
- Microsoft Excel

## TOOLS

Meta Ads | ChatGPT | Canva | Google Ads |  
CapCut | VN Editor | Creator Studio |  
Lightroom | InShot

## PROFESSIONAL EXPERIENCE

### Video Editor & Photographer

Paradeep (2022 - Present)

- Created and edited over 100+ videos for local events, businesses, and influencers using tools like Adobe Premiere Pro and CapCut.
- Conducted professional photoshoots for clients including product shoots, personal portfolios, and social events. Creating new Strategy for Social Media.
- Collaborated with local brands and creators to develop engaging visual content for social media platforms like Instagram, Facebook, and YouTube. Handling website changes
- Managed complete post-production workflow including color correction, transitions, sound design, and final rendering.
- Customized visual content to suit the target audience, driving higher engagement and brand visibility.

### Freelance Video Editor & Photographer

Bhubaneswar, Odisha | 2022 - Present

- Produced and edited over 100 short-form videos and photo reels for local businesses, events, and social media campaigns, enhancing client engagement by up to 40%. Preparing SEO friendly content for Social media posting.
- Captured and edited high-quality photographs for various occasions, including weddings, corporate events, and product shoots, ensuring client satisfaction and repeat business.
- Managed end-to-end video projects, from conceptualization to final delivery, utilizing tools like Adobe Premiere Pro, Final Cut Pro, and CapCut. Have Experience in running Facebook Ad campaigns.
- Collaborated with clients to understand their vision and requirements, translating them into compelling visual content. Have Experience SEO friendly content writing, Blog Writing.
- Maintained an organized archive of all projects, ensuring easy retrieval and reference for future projects.