SHAHEER AHMED FAIZI

Video Editor | Content Creator

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PROFESSIONAL SUMMARY

Results-driven Video Editor and Content Creator with 5+ years of experience in video production, post-production, motion design, AI-generated content, and digital media content creation. Delivered 500+ projects generating 500K+ views across organic content. Expert in Adobe After Effects, Adobe Premiere Pro, and Adobe Illustrator, with hands-on skills in AI-generated video content, short-form reels, YouTube videos, podcast videos, UGC ads, VSLs, and video ads. Proven track record of improving client turnaround efficiency by 40% and increasing audience engagement by up to 35% through optimised short-form content.

KEY SKILLS

- Video Editing
- Post-Production
- Video Production
- Adobe Premiere Pro
- Adobe After Effects
- Motion Graphics (Intermediate)
- VFX & Compositing
- Color Grading
- Lumetri Color
- Digital Media
- Media Encoder
- Social Media Content
- AI-Generated Content
- Reels & Video Ads
- YouTube Videos
- Podcast Videos
- UGC Ads

- VSLs

PROFESSIONAL EXPERIENCE

Freelance Video Editor & Content Creator

Self-Employed | Rawalpindi, Pakistan | 2022 – Present

- Conceptualised, edited, and delivered 500+ video projects for local and international clients across YouTube, Instagram, TikTok, and corporate platforms — achieving consistent 5-star client satisfaction and repeat contracts.
- Produced short-form social media content (Reels, Shorts, TikToks) that generated 500K+ views across organic content and increased client audience engagement by 25–35%.
- Designed and animated motion graphics, kinetic typography, and branded intros/outros in Adobe After Effects, reducing client revision cycles by 40%.
- Managed end-to-end post-production pipelines: footage ingestion, rough/fine cut, VFX compositing, Lumetri colour grading, audio mixing, and multi-format export (H.264, ProRes, MP4, MOV).
- Improved client turnaround efficiency by 40% through optimised workflows and template systems — handling up to 8 concurrent client projects simultaneously.
- Viral Short-Form Content: Edited social media videos; optimised pacing, captions, and hooks for YouTube Shorts, Instagram Reels, and TikTok.
- Branded Motion Graphics: Created SaaS animations and kinetic typography packages for 50+ Instagram creators and small businesses.
- Corporate Video Production: Delivered promotional and explainer videos for local businesses, including full post-production: colour grading, audio design, and export.
- Portfolio: visualsbyshaheer@gmail.com | Available on request

PAST PROFESSIONAL EXPERIENCE

Video Editor

Unity Films | Approx. 1 year

- Edited and delivered video content for Unity Films projects, from rough cut to final export, using Adobe Premiere Pro and Adobe After Effects.
- Handled pacing, colour grading, audio clean-up, and captions to keep every video polished and on brand.
- Worked to client deadlines and revision feedback to deliver finished videos on time.

TOOLS & SOFTWARE

- Adobe After Effects
- Adobe Premiere Pro
- Adobe Media Encoder
- Adobe Illustrator
- AI Tools

EDUCATION

Diploma in Information Technology (DIT) | 2026 – 2028 (Expected)

Jinnah Institute, Rawalpindi, Pakistan

COURSES & CERTIFICATIONS

- Digital Marketing (4 months) | Alkhidmat Foundation Pakistan – Bano Qabil Program
- Video Editing & Graphic Designing (4 months) | Saylani Welfare International Trust – Saylani Mass IT Training (SMIT)

LANGUAGES

Urdu (Native) | English (Professional Working Proficiency)