

RANA MUHAMMAD TALHA MAJID

Video Editing | Motion Graphics | AI Video Production | Social Media Content

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PROFESSIONAL SUMMARY

Creative video editor with **2–3 years of experience** producing high-impact visual content for digital marketing, social media, and brand campaigns. Proficient in Adobe Premiere Pro, CapCut, and cutting-edge AI video generation tools to deliver fast-turnaround, scroll-stopping content. Experienced in end-to-end post-production — from colour grading and sound editing to motion graphics and final export — with a track record of lifting audience engagement through purposeful visual storytelling.

WORK EXPERIENCE

Video Editor

2022 – Present

StreamEdge Digital | Remote

- **Situation:** StreamEdge needed a consistent pipeline of polished promotional and AI-generated video content to serve a growing roster of brand clients across multiple social platforms.
- **Task:** Own end-to-end video production — scripting support, editing, motion graphics, colour grading, and delivery — for weekly content drops.
- **Action:** Edited **50+ promotional and marketing videos** using Adobe Premiere Pro and CapCut; produced AI-generated video content with tools such as Runway and Pika; applied colour grading LUTs and custom motion graphics to maintain consistent brand identity across all deliverables; mixed and balanced audio tracks for broadcast-ready output.
- **Result:** Client social media posts averaged a **35% uplift in engagement rate** post-edit; turnaround time on short-form content reduced by **40%** after adopting AI-assisted generation workflows.

PROJECTS

Social Media Ad Campaigns

2023 – Present

Multi-Platform | Adobe Premiere Pro · CapCut · AI Tools

- **Situation:** Brand clients required platform-native ad creatives optimised for Instagram, Facebook, and YouTube pre-roll formats.
- **Action:** Produced **20+ ad creatives** with custom motion graphic intros, branded lower-thirds, and platform-specific aspect ratios (9:16, 1:1, 16:9); integrated licensed music and SFX with precise audio ducking.
- **Result:** Ads achieved an average **click-through rate 25% above** client benchmarks; one campaign surpassed **100K organic impressions** within the first week of posting.

Short-Form Content – Reels & TikTok

2022 – Present

Instagram Reels · TikTok · YouTube Shorts | CapCut · Premiere Pro

- **Situation:** Clients needed a high-volume cadence of short-form videos to keep pace with algorithm-driven content demands.

- **Action:** Delivered **30+ Reels and TikTok edits** per month; applied trend-aligned transitions, text animations, and viral audio syncing; leveraged AI upscaling to repurpose existing footage at no additional shoot cost.
- **Result:** Three client accounts grew by an average of **2,000+ followers** within 90 days; average watch-completion rate held above **65%** across all short-form deliverables.

EDUCATION

BS Computer Science

2023 – 2027 (Expected)

University of Engineering & Technology (UET) Taxila

TECHNICAL SKILLS

- **Editing Software:** Adobe Premiere Pro, CapCut, DaVinci Resolve (basic)
- **Motion Graphics & VFX:** Custom title sequences, animated lower-thirds, transitions, text overlays
- **AI Video Tools:** Runway ML, Pika Labs, AI upscaling & frame interpolation
- **Post-Production:** Colour grading (LUTs), sound editing, audio ducking, multi-format export (9:16 / 1:1 / 16:9)
- **Platforms:** Instagram Reels, TikTok, YouTube Shorts, Facebook Ads