

CHAMOD PERERA

Creative Video Editor | Digital Content Production | Branding Enthusiast

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SUMMARY

With over 3 years of video editing and content creation expertise, my passion lies in bringing stories to life through compelling visual media. Specializing in Adobe Creative Suite and experienced in digital content distribution, my biggest career triumph involves significantly elevating client satisfaction through innovative storytelling techniques.

EXPERIENCE

Short form Video Editor

Freelancer

01/2022 - Present | Kandy, Sri Lanka

- Created high-performing short-form videos optimized for virality across TikTok, Instagram Reels, and YouTube Shorts
- Specialized in Energy, Insurance, Gym, and multiple other niches, tailoring content to maximize engagement and conversions.
- Designed dynamic edits using trend-driven storytelling, fast cuts, and high-retention strategies.
- Implemented advanced motion graphics and sound design techniques to enhance viewer experience.
- Boosted client engagement and brand awareness by up to 30%
- Managed end-to-end post-production, from raw footage editing to final color grading and delivery.

PROJECTS

Energy-Rebate Program Reels and Static Ads

07/2024 - 12/2024 | Remote

Created multiple batches of social media reels and posts related to USA energy rebates.

- Increased the client reach by 30-40% with viral short form videos.

EDUCATION

HND in Information Technology

Sri Lanka Institute of Advanced Technological Education

08/2024 - Present | Kandy, Sri Lanka

LANGUAGES

English
Native



Sinhala
Native



KEY ACHIEVEMENTS



Increased Client Satisfaction

As the leading Senior Video Editor, I spearheaded a project that improved client satisfaction metrics by 40% within one year.



Optimized Production Workflow

Implemented a new production workflow that enhanced overall efficiency by 25%, solidifying our standing in the competitive industry.



Boosted Brand Visibility

Led a multimedia strategy overhaul, boosting brand interaction by 30% and setting a new benchmark for content excellence at Aurora Media Group.



Growth in Content Engagement

Initiated a digital content strategy at Denver Digital Studios, recording a 20% increase in audience engagement across platforms.

SKILLS

Adobe Premiere Pro

Adobe After Effects

Adobe Photoshop

Multicamera Editing

Color Grading

COURSES

Advanced Video Editing with Adobe Suite

This course provided in-depth training on Adobe Premiere Pro and After Effects from the Adobe Certified Training Center.

Multicam Film Production Workshop

Focusing on multicamera setups, the workshop by Visual Media Institute enhanced my production and editing of live events.

INTERESTS



Brand Storytelling through Video

Passionate about crafting compelling narratives that promote brand identity and connect on an emotional level with audiences.