

# ANUJ SINGH

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## PROFESSIONAL SUMMARY

Highly motivated Video Editor and Digital Content Professional with strong experience in YouTube editing, SEO optimization, blog writing, and content creation. Skilled in storytelling, audience retention techniques, and data-driven content optimization. Known for delivering high-quality creative outputs under deadlines and contributing to brand visibility and engagement. Seeking growth-oriented roles in digital media, marketing, or creative production.

## EDUCATION

Graduation: Taradevi Harakchand Kankaria Jain College, University of Calcutta  
Class XII: 79% – Don Bosco Academy  
Class X: 79% – Don Bosco Academy

## PROFESSIONAL EXPERIENCE

### Video Editor & Content Creator – Atrangi Home

- Edited promotional, lifestyle, and product showcase videos for online platforms.
- Designed engaging transitions, text animations, subtitles, and sound effects.
- Improved video quality and storytelling for better audience retention.
- Ensured content consistency with brand tone and visual identity.
- Assisted marketing campaigns with creative video assets.
- Delivered projects within deadlines with minimal revisions.

### Freelance Digital Content Specialist

- Optimized YouTube videos using SEO-friendly titles, tags, and descriptions.
- Conducted keyword research to improve video and blog ranking.
- Wrote blogs, scripts, captions, and website content.
- Created content strategies for organic growth and engagement.
- Supported multiple creators and brands with editing and content planning.
- Analyzed performance using YouTube Studio analytics.

## SKILLS

- Professional Video Editing
- YouTube Video Optimization
- Reels, Shorts & Social Media Editing
- SEO Optimization (YouTube & Blogs)
- Keyword Research & Content Structuring
- Blog Writing & Article Writing
- Script Writing for Videos
- Creative Storytelling
- Thumbnail Content Planning
- Audience Retention Techniques
- Social Media Content Strategy
- Content Calendar Planning
- Basic Analytics Interpretation
- Brand Communication Support

- Multitasking & Deadline Management

## **TOOLS & SOFTWARE**

- CapCut
- Adobe Premiere Pro
- Filmora
- Canva
- YouTube Studio
- Google Docs, Sheets & Drive
- Keyword Research Tools (Basic)
- Social Media Platforms (YouTube, Instagram)

## **ADDITIONAL STRENGTHS**

Strong communication skills, creative mindset, adaptability, continuous learner, team collaboration, and problem-solving approach in content production.

## **CAREER OBJECTIVE**

To build a successful career in digital media and content marketing by contributing creative, technical, and strategic skills to organizational growth while continuously improving professional expertise.