

ARVIND KUMAR MAURYA

(Graphic Designer | Video Editor)

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Portfolio Link : [View My Work](#)

PROFESSIONAL SUMMARY

Creative Graphic Designer & Video Editor with expertise in delivering impactful digital content, social media creatives, motion graphics, and branding solutions. Skilled in Adobe Creative Suite, Canva, and motion design tools to craft engaging visuals that drive brand growth.

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- CoralDRAW, Canva, CapCut

EXPERIENCE

Riot Ecommerce Solutions

(May 2025 – Present)

- Designed and created social media posts and reels to enhance brand presence across platforms like Instagram, Facebook, and LinkedIn.
- Edited engaging video content and animations for social media campaigns to increase user interaction.
- Produced and edited podcast episodes for the company's founder, optimizing sound quality and adding branded visuals for distribution on YouTube and social platforms.
- Ensured all content adhered to brand guidelines, maintaining consistency and alignment with marketing goals.
- Scheduled and uploaded social media posts across multiple platforms using tools like Meta Business Suite, Buffer, or Later.
- Wrote and optimized blog posts, promotional copy, and content for email marketing campaigns to drive traffic and conversions.

PROJECTS

Voda Swim - Digital Marketing & Content Executive

Tools: Adobe Photoshop, Premiere Pro, Canva

- Designed a professional brand logo that reflects the company's identity and vision, ensuring a modern and memorable brand presence.
- Managed email marketing campaigns, including writing engaging content, designing layouts, and scheduling sends to improve customer engagement.
- Created and optimized blog articles to enhance brand visibility and SEO performance.
- Designed and updated website banners, handled video uploads, and made regular content updates on Shopify.
- Edited promotional videos and created social media posts for Instagram and Facebook to boost brand awareness.

- Scheduled and published posts across Instagram and Facebook, ensuring consistent brand presence and timely promotions.

Castle Waterford

Tools: Adobe Photoshop, Premiere Pro, Canva

- Designed and delivered engaging social media posts and reels to enhance brand storytelling.
- Produced high-impact promotional and ad videos optimized for social media campaigns and ad runs.

OPOChoice

Tools: Canva

- Designed and created high-quality product thumbnails for the company's website, ensuring brand consistency and visual appeal across all product listings.

Taufaa

Tools: Adobe Photoshop, Premiere Pro, Canva

- Developed brand mockups showcasing product identity and packaging designs.
- Designed and edited social media reels and posts to boost audience engagement.
- Produced product designs with a focus on modern aesthetics and usability.

EDUCATION

Greater Noida Institute of Technology

Bachelor of Technology(Computer Science and Engineering)

Aug 2018 – June 2022