

# OLEKSANDRA BABICH

Toronto, ON | sashababich6@gmail.com | 437-660-9898 |  
<https://www.linkedin.com/in/oleksandra-babich/>

Video content portfolio: [sashaproduction.ca](https://sashaproduction.ca)

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Skilled and versatile **Video Creator and Editor** with 6+ years of experience producing high-impact, short-form and long-form educational and promotional content for platforms like YouTube, Instagram, and LinkedIn. Proven ability to manage the full video production cycle — from scripting and camera operation to editing, animation, and publishing. Blends strong storytelling instincts with technical expertise and content marketing knowledge. Adept at translating complex topics into engaging, visually clear, and accessible videos. Highly collaborative and performance-driven, with a strong foundation in regulated industries including tech, health, and energy.

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## SKILLS

- Full-Cycle Video Production (Pre-to Post-Production)
- Videography: Proficient in using professional cameras, professional lighting setups, stabilisers, teleprompters, and microphones
- Video Editing and Sound Design
- Social-First Video Formats (Reels, TikToks, Meta ads, YouTube Shorts etc)
- Content Repurposing & Lifecycle Management
- Audio Mixing, Captions & Accessibility Standards
- Strong Communication Skills

## SOFTWARE PROFICIENCY

- Adobe Premiere Pro, Adobe After Effects, Final Cut Pro, DaVinci Resolve, CapCut
  - Adobe Photoshop, Adobe Illustrator, Canva
  - HubSpot, Zoho Social, Hootsuite, WordPress
  - Google Analytics, Google Drive software
  - Trello, Asana, Microsoft Office Suite (Word, Excel, PowerPoint)
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## EXPERIENCE

### **Edgecom Energy**

2025

#### ***Digital Content Creator and Social Media Manager***

- *Led end-to-end video production for product explainers, paid ads, and brand campaigns — from scripting and storyboarding to filming, editing, and delivery.*

- *Coordinated in-house shoots: created shot lists, directed on-camera talent, managed lighting/audio gear, and captured content using professional video equipment.*
- *Managed post-production workflows*
- *Managed social media platforms, ensuring engagement and brand awareness*

### **I3 International**

2024 - 2025

#### **Video Producer and Content Marketing Specialist**

- *Produced short-form and mid-length video content supporting product marketing and internal storytelling initiatives.*
- *Worked cross-functionally with creative leads and technical teams to plan, shoot, and edit branded video assets.*
- *Developed comprehensive content strategies for social media and digital platforms, driving significant engagement growth.*

### **Motivation Weight Management Clinic**

2023 - 2024

#### **Video Producer and Content Marketing Manager**

- *Led content creation and management for all social media platforms, increasing followers by 50% within the first year.*
- *Produced, edited, and curated videos and graphics for social media campaigns, aligning with brand voice and visual guidelines.*
- *Used analytics tools to measure campaign performance and refine strategies to optimize engagement.*
- *Stayed up to date with the latest social media to ensure content relevance and appeal.*
- *Collaborated with cross-functional teams to ensure cohesive marketing strategies.*

### **JustCoded**

2020 - 2023

#### **Marketing Manager and Video Content Creator**

- *Designed and implemented video content strategies that increased engagement and grew social media presence.*
- *Produced creative assets, including videos, blogs, and infographics, tailored to diverse audience segments.*
- *Conducted market research to ensure alignment with industry trends and audience preferences.*

### **CrypNews Channel**

2019 – 2020

#### **YouTube Channel Manager**

- *Managed and grew the CrypNews YouTube channel to nearly 55,000 subscribers through engaging video content.*
  - *Edited videos for the channel*
  - *Led the content creation process from scripting to publishing.*
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#### VOLUNTEERING EXPERIENCE:

- City of Toronto — Language Assistant (2024)
- i13 Ventures (Dublin, Ireland) — Event Organizer (2024)
- Digital HUB (Ireland) — Video Production Assistant (2022–2023)
- University of Limerick — Business School Ambassador (2022–2023)
- Collegium Civitas — Head of Student Events (2018–2021)

#### EDUCATION

##### **MSc in Marketing, Consumption & Society**

2022 - 2024

University of Limerick, Limerick, Ireland

##### **Bachelor's Degree in Journalism and New Media**

2018 - 2021

Collegium Civitas, Warsaw, Poland