

Lokmane Zeghina

Transforming ideas into visually compelling stories that drive engagement and growth.

Phone: +213 697 787 734 | +213 555 924 806

Email: lokzeg@gmail.com

Portfolio: lokzeg.weebly.com

Location: Batna, Algeria

Professional Summary

Creative and results-driven **Video Editor** and **Social Media Manager** with 5+ years of experience in producing high-quality visual content, managing media strategies, and driving engagement for brands. Proficient in **Adobe Premiere Pro**, **After Effects**, **Photoshop**, and **Illustrator**, with a proven track record of creating engaging videos and managing successful social media campaigns. Successfully managed sponsored ads and resolved shadow bans for clients like Mega Pizza, boosting their online presence and engagement by **30%**. Founded and led a call center at El Ihssaniet Clinic, bringing in clients through targeted ad campaigns. Passionate about leveraging **visual storytelling** and **data-driven strategies** to deliver impactful results.

Let's create something extraordinary together—reach out to discuss how I can contribute to your team!

Work Experience

Video/Graphic Designer

Rising Academy | Batna, Algeria | 2024 – 2025

- Created **engaging course content**, including **video lectures** and **reels**, to enhance the academy's educational offerings.
- Designed graphics and **visual materials** for social media and marketing campaigns.
- Edited and produced high-quality videos that increased **student enrollment by 15%**.

Freelance Video Editor & Social Media Manager

Mega Pizza | Batna, Algeria | 2023 – 2024

- Managed **sponsored ads** and resolved **shadow bans**, increasing online visibility and engagement by **30%**.
- Filmed and edited **promotional videos**, **social media reels**, and **commercials**, resulting in a **20% increase in follower growth**.
- Analyzed campaign performance using **analytics tools** and adjusted strategies to maximize ROI.
- Collaborated with marketing teams to align video content with brand messaging and campaign goals.

Founder & Call Center Manager

El Ihssaniet Clinic | Batna, Algeria | 2022 – 2023

- Founded and led a team of 10+ members to bring in clients through **targeted ad campaigns**.
- Managed client relationships and improved customer satisfaction by implementing efficient communication strategies.
- Coordinated with the marketing team to align call center efforts with overall business goals.

Video Editor

Marketing Agency | Batna, Algeria / Istanbul, Turkey (remote) | 2021 – 2023

- Edited and produced **high-quality video content** for **social media campaigns**, **commercials**, and **promotional materials**.
- Created **motion graphics** and **animations** using Adobe After Effects, enhancing visual appeal and engagement.
- Managed video assets and optimized workflows, reducing production time by **20%**.

Skills

- **Video Editing:** Adobe Premiere Pro, After Effects, DaVinci Resolve, Final Cut Pro
- **Graphic Design:** Photoshop, Illustrator, Canva
- **Social Media Management:** Sponsored Ads, Analytics, Content Strategy, Follower Growth
- **Project Management:** ClickUp, Odoo, ERP Programs, CRM
- **Soft Skills:** Team Leadership, Client Management, Creativity, Problem-Solving, Adaptability

Education

Licentiate Degree in Financial Management

Université Hadj Lakhdar, Batna | Jun 2022

Baccalaureate Degree in Sciences

Benflis Tahar High School, Batna | Jun 2019

Awards / Activities

- **Second Place** in Batna-Up Challenge
- Participated in **Start-up Box**
- Participated in **TEDx Batna 2 University**
- Participated in **Un Jeune Une Idée**
- **Active Member** in ESC Club since 2020
- **External Manager** in ESC Club (2023–2024)

Languages

- Arabic (Fluent)
- English (Fluent)
- French (Basic)

Portfolio

<http://lokzeg.weebly.com>