

# GOKULMANI

Video Editor | Motion Graphics Creator

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 Salem, Tamil Nadu

## PROFILE

Creative and detail-oriented video editor with experience in crafting engaging content for social media platforms, brand promotions, and short-form video campaigns. Skilled in Adobe Premiere Pro, After Effects, CapCut, color grading, motion graphics, and audio editing.

Passionate about storytelling through visuals, enhancing audience engagement, and creating videos that communicate messages effectively. Looking to contribute to a dynamic team by leveraging video editing, motion graphics, and content creation skills.

## WORK EXPERIENCE

### Video Editor Freelance

*JRS Digital Projects*

08/2025 – Present

Salem

Edited and produced videos for Instagram, YouTube Shorts, and brand campaigns. Created engaging reels, social media clips, and promotional content for digital marketing campaigns. Applied motion graphics, transitions, and color grading to enhance video appeal. Collaborated with content creators and marketing teams to bring storytelling ideas to life. Edited voice-over and background music for campaigns and brand videos. Delivered projects optimized for engagement and social media algorithms.

### Junior Video Editor / Content Assistant

*Datemark Media Solutions*

04/2025 – 09/2025

Salem

Assisted in video editing for client campaigns and social media projects. Added text overlays, graphics, and animations to short-form content. Managed project files, timelines, and collaborated with senior editors. Learned workflow optimization for faster and more consistent video output.

### Quality Testing Assistant

*NCR Corporation Pvt. Ltd.*

09/2024 – 03/2025

Performed video and content review for quality and compliance standards. Ensured video edits met client specifications and visual standards. Collaborated with the team to troubleshoot editing issues and refine content.

## EDUCATION

### Bachelor of Engineering in Electronics and Communication Engineering

2021 – 2025

*Mahendra College of Engineering, Salem*

CGPA: 7.82

### Higher Secondary Certificate

2020 – 2021

*Government Higher Secondary School, Salem*

Percentage: 75.5%

## TECH SKILLS

- Adobe Premiere Pro | After Effects | CapCut
- Motion Graphics & Animations | Color Grading | Audio Editing
- Social Media Video Content (Instagram, YouTube, TikTok)
- Short-form & Promotional Video Editing
- Storyboarding & Visual Storytelling
- Video Output Optimization for Platforms
- Basic Photoshop / Canva for Graphic Elements

## LANGUAGES

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Tamil  
Fluent

English  
Intermediate

## COURSES & CERTIFICATIONS

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**Video Editing with Adobe Premiere Pro**  
*Udemy*

**Motion Graphics & After Effects Training**  
*Udemy*

**Reels & Short-Form Content Editing**  
*Udemy*

**Color Grading & Audio Editing Techniques**

**Social Media Video Optimization**

## PROJECTS/PORTFOLIO HIGHLIGHTS

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### Social Media Showreel

2025

*Freelance / JRS Digital Projects*

- Created a 60-second social media showreel highlighting client products and services.
- Applied motion graphics, text overlays, and transitions to engage viewers.
- Optimized content for Instagram, YouTube Shorts, and TikTok.

### Promotional Video Editing

2025

*Brand Campaigns*

- Edited 15+ short promotional videos for local businesses and brand campaigns.
- Added voice-over, background music, and branding elements.
- Focused on storytelling, pacing, and visual appeal to maximize engagement.

### Reels & Short-Form Content Creation

2025

- Produced viral-ready Instagram and YouTube Shorts.
- Experimented with effects, cuts, and transitions to retain audience attention.
- Collaborated with social media managers to align content with marketing goals.

## SOFT SKILLS

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- Creativity & Visual Storytelling
- Time Management & Deadline Handling
- Adaptability & Quick Learning
- Attention to Detail
- Collaboration & Teamwork