

GOKULMANI

Video Editor | Motion Graphics Creator

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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

Datamark 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

Mahendra College of Engineering, Salem

CGPA: 7.82

2021 – 2025

Higher Secondary Certificate

Government Higher Secondary School, Salem

Percentage: 75.5%

2020 – 2021

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

Tamil
Fluent

English
Intermediate

COURSES & CERTIFICATIONS

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

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

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