

Aryan Gupta

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Dear Hiring Manager,

I came across your ad for a Video Editor on the Innovation Advertising website and immediately became intrigued by the position. As someone who takes printed information and turns it into a video format, I am skilled in anticipating the needs of my viewing audience. I also edit existing videos for clarity or turn them into other formats based on client requirements. My talents will serve Innovation Advertising well in both the sales and marketing departments.

During the three years I spent at Mr.Beast, a start-up firm, I used my video editing skills to support business growth. I edited potential-client video presentations. My work helped the company to secure news accounts, increasing revenue by 20%. I spent the other half of my time supporting the marketing department. I took printed campaigns and created video presentations to enhance them. My videos helped the marketing department to upsell products and services to existing clients. The projects I worked on saw an average increase in business of 30%.

Furthermore, I work as a freelance Video Editor, which has exposed me to new fields and strengthened my video editing skills. I work with various software programs, including Adobe Creative Cloud. To stay abreast of new technologies, I take online courses. I also possess a Bachelor of Arts degree in graphic design from Clearwater University. I encourage you to view my online portfolio at <file:///C:/Users/aryan/Desktop/KoderDhruv.github.io-main/GDSC/index.html>.

Thank you for your time and consideration. I look forward to learning more about the Video Editor position at Innovation Advertising and await the next step in the hiring process. Please do not hesitate to contact me by phone or via email with any follow-up questions.

Sincerely,

Aryan Gupta