

Muhammad Abu Bakar

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SUMMARY

As a passionate multimedia professional, I've spent years transforming ideas into compelling visual stories. Since July 2022, I've been the Senior Video Editor at Zarrar TV, leading creative teams, crafting engaging videos, and managing social media strategies that captivate audiences. My journey expanded in late 2024 as I contributed to Apex Code (YT Channel) and Pine News, blending video editing and graphic design to bring stories to life. With roots in photography at Daily AAJ Abbottabad, I've honed a keen eye for detail and narrative. **I am eager to bring my expertise in visual storytelling to your organization, creating impactful content that effectively communicates your mission and inspires public engagement.**

EXPERIENCE

1. Zarrar TV (Electronic Media) – July 2022 to Present

Responsibilities:

- Senior Video Editor
- Team Management
- Social Media Management
- Photo & Video Creation

2. Apex Code (YT Channel) – December 2024 to Present

Responsibilities:

- Video Editing
- Video Creation
- Graphic Design

3. Pine News (Print/Electronic Media) – October 2024 to Present

Responsibilities:

- Video Editing
- Video Creation
- Graphic Design

4. Daily AAJ Abbottabad (Print Media) – Dec 2023 to Jan 2025

Responsibilities:

- Photography

SKILLS

- Video Editing
- Graphic Designing
- Social Media
- Video & Photo Creation

EDUCATION

- DAE (Civil)
BTE Peshawar KPK
- MATRIC: SCIENCE
BISE Abbottabad

LANGUAGE

- Urdu.
- English.
- Hindko

KEY SKILLS:

- Edit short- and long-form videos for social media, and digital platforms.
- Lead video ideation, creation, and production from concept to completion.
- Manage and mentor creative teams to ensure high-quality deliverables.
- Design engaging graphics and visuals to complement video content.
- Oversee social media strategies to enhance audience engagement and growth.
- Ensure all content aligns with brand guidelines and marketing objectives.
- Collaborate with stakeholders to implement creative feedback and ideas.
- Capture and edit high-quality photographs for print and digital media.
- Deliver compelling visual storytelling that resonates with target audiences.
- Maintain brand authenticity and consistency across all multimedia projects.