



# VARSHA SANGOLLI

## Video Editor & Marketing Enthusiast

Freelance video editor with hands-on experience creating 100+ videos across Instagram, YouTube, and podcasts. Worked with brands and creators through the AevyTV cohort, focusing on content that blends storytelling with marketing goals. Key projects include high-performing reels and a podcast edit for Consuma AI featuring Puma's ex-brand manager.

## About Me

Creative Video Editor and Marketing Manager with 1 year of experience. I specialize in crafting engaging content and growing brand presence through impactful videos and social media strategies.



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Hubli, Karnataka

## LANGUAGE

- English
- Hindi
- Kannada

## EXPERTISE

- Marketing
- Video Editing
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership Design
- Motion Graphics
- Management skills

## EXPERIENCE

Freelance Video Editor & Marketing Manager  
Jan 2024 – Present

- Edited 100+ videos including Instagram reels, YouTube videos, and podcasts for brands and agencies via AevyTV cohort and independent projects.
- Created content aligned with marketing goals—boosting engagement, brand storytelling, and reach (50K+ view reels).
- Projects include:
  - **Podcast Edit:** Consuma AI ft. Apoorva Uniyal (Ex-Brand Manager, Puma)
  - **Instagram Reels:** 10+ edits for brands and creators (linked in portfolio)
  - **YouTube Long-form Edits:** High-retention storytelling videos

## EDUCATION

**KLE Tech University, Hubli**

Engineering 3rd year  
Computer Science

## MARKETING-DRIVEN CREATIVE SKILLS

- Creative Direction & Storyboarding
- Growth Content for Reels/Shorts
- Marketing Hooks & First 3-Seconds Strategy
- Social Media Trend Adaptation
- Visual Branding for Founders/Startups
- Analytics-Aware Editing
- Repurposing Content for Multi-Channel Use