

# PROFESSIONAL WORK REPORT

Business & Content Executive | Graphic Designer | Video Editor | SEO Executive

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## PROFESSIONAL SUMMARY

I am a **Business & Content Executive** with hands-on experience in **graphic designing, video editing, content handling, SEO support, and client coordination**. I have worked in a software company environment and contributed to projects across hospitals, masala products, electric bicycles, and service-based businesses.

My role involved managing content requirements, coordinating with internal teams and clients, creating visual and video content, and supporting digital marketing and SEO activities to strengthen brand presence and business communication.

## KEY RESPONSIBILITIES OVERVIEW

- Business communication and content coordination
- Graphic designing for digital platforms
- Video editing for promotional and awareness content
- SEO and website content support
- Client requirement understanding and execution

## SKILLS & TOOLS

Business & Content Management

- Content planning and coordination

- Understanding client requirements
- Supporting marketing and business communication
- Maintaining brand consistency

### Graphic Designing

- Social media post design
- Posters and banners
- Product-based creatives
- Branding visuals

### Video Editing

- Promotional videos
- Awareness reels
- Short-form social media videos

### SEO & Digital Marketing

- Keyword research
- Meta title and description optimization
- Content structuring
- Image optimization

### Tools Used

- Adobe Photoshop
- AI (Gemini, Chatgpt)
- Canva Pro
- Capcut

## PROFESSIONAL EXPERIENCE

### 1. Hospital Projects (Birat Aankha Aspatal, Suraksha Aspatal)

**Role:** Business & Content Executive

**Responsibilities:**

- Coordinated with hospital management for content requirements
- Planned and managed social media content schedules
- Designed health awareness and service promotion creatives
- Edited short awareness and promotional videos

- Supported website content updates and SEO-related tasks

**Platforms:** Facebook

**Tools:** Capcut, Canva pro, Gemini, Chatgpt

## 2. FMCG Projects – Akarus Masala

**Role:** Business & Content Executive

**Responsibilities:**

- Handled content planning for product promotion
- Designed social media creatives and campaign visuals
- Worked on packaging and label design concepts
- Coordinated branding communication for festive and offer-based campaigns

**Skills Applied:**

- Product-focused design thinking
- Visual storytelling for food products
- Content consistency

**Platforms:** Facebook

**Tools:** Capcut, Canva pro, Gemini, Chatgpt

## 3. Easy go electric bicycle

**Role:** Business & Content Executive

**Responsibilities:**

- Managed promotional content requirements
- Designed advertisements and social media creatives
- Edited promotional and review videos
- Supported product launch and awareness campaigns

**Platforms:**

- Facebook
- YouTube

#### 4. Desk goo - Software Company

**Role:** Business & Content Executive

**Responsibilities:**

- Designed daily social media posts for company branding
- Created promotional creatives for software services
- Assisted marketing and business development activities
- Supported internal teams with visual and content requirements
- Maintained consistency across digital communication channels

#### Types of Designs Created

##### 1. Facebook Post Designs

- **Purpose:** Brand awareness, promotions, information posts
- **Standard Size:**
  - 1080 × 1080 px (Square)
  - 1200 × 628 px (Link / Ad format)
- **Color Mode:** RGB
- **File Format:** JPG / PNG
- **Tools Used:** Photoshop, Canva Pro
- **Design Focus:**
  - Readable typography
  - Brand color consistency
  - Engagement-focused layouts

#### Graphic Designing Experience

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## 2. Instagram Post Designs

- **Feed Posts:**
  - 1080 × 1080 px (Square)
- **Reels / Stories:**
  - 1080 × 1920 px (Vertical)
- **Platforms:** Instagram Feed, Stories, Reels
- **Design Focus:**
  - Clean layouts
  - Mobile-first design
  - Trending visual styles

## 3. Banner & Poster Designs

- **Types:**
  - Digital banners
  - Promotional posters
  - Event creatives
- **Sizes:**
  - Custom sizes based on requirement
  - Common digital banner sizes (e.g., 1920 × 1080 px)
- **Usage:** social media, websites, campaigns

## 4. Logo & Branding Work

- **Type of Work:**
  - Logo concepts
  - Logo refinement & placement
  - Brand visual support
- **Deliverables:**
  - PNG / JPG
  - Transparent background (where required)
- **Design Focus:**
  - Simplicity
  - Scalability
  - Brand relevance

## VIDEO EDITING EXPERIENCE

### Types of Videos Edited

- Hospital awareness and service videos
- Electric bicycle promotional videos
- Social media reels and short-form content
- Shot on mobile devices

## 2. Short Videos / Reels

- **Duration:** 15–60 seconds
- **Format:** Vertical (9:16)
- **Resolution:** 1080 × 1920 px
- **Platforms:**
  - Facebook Reels
  - Instagram Reels
  - YouTube Shorts

## 3. Animated & Promotional Videos

- Text animation
- Logo intro/outro
- Promotional visuals
- Background music integration

### **Editing Responsibilities:**

- Trimming & sequencing
- Text overlays
- Basic transitions
- Audio syncing
- Color correction (basic)

### **Tools Used:**

- Capcut, VN
- Canva (for quick animations)

### Editing Responsibilities

- Video trimming and sequencing
- Adding text overlays and basic animations
- Music integration
- Basic color correction

### Platforms

- Facebook
- Instagram
- YouTube

## SEO, SOCIAL MEDIA & DIGITAL MARKETING EXPERIENCE

### Social Media Handling

- Facebook page management
- Instagram content posting
- Content scheduling
- Caption writing support
- Basic analytics monitoring

### SEO & Digital Marketing Support

#### SEO Work

- Keyword research
- Meta title & meta description writing
- Image optimization
- Content structuring
- Website content support

### Paid Campaigns & Boosting Ads

#### Facebook & Instagram Ads

- Post boosting
- Campaign objective selection (reach, engagement)
- Audience targeting support
- Budget planning assistance
- Creative selection for ads

### YouTube SEO & Promotion

- Video title optimization
- Description & tag support
- Thumbnail coordination
- Video boosting support

### SEO Tasks Performed

- Keyword research for service and product pages
- Writing and optimizing meta titles and descriptions
- Structuring website content for better readability
- Image compression and optimization
- Supporting content updates for SEO improvement

## Industries Covered

- Hospital websites
- Service-based business websites

## BUSINESS CONTRIBUTION & OUTCOMES

- Improved coordination between clients and creative teams
- Consistent and professional brand communication
- Better-organized content planning and execution
- Support in improving digital visibility through content and SEO
- Contribution to marketing and promotional activities

## CONCLUSION

This report summarizes my professional experience as a **Business & Content Executive**, highlighting my contribution in content coordination, graphic designing, video editing, and SEO support across multiple industries. All work has been represented responsibly while maintaining confidentiality and respecting company intellectual property policies.



