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SUMMARY

With over 5 years of professional experience in video editing, motion graphics animation, and cinematography, I drive organizational growth through engaging content that increases viewership. Highly proficient in Premiere Pro, After Effects, and Ableton, I collaborate creatively with internal and external stakeholders to execute high-quality projects within tight deadlines. A skilled team leader, I deliver results-driven content and am a valuable asset to any organization.

EXPERIENCE

Video Editor & Motion Graphics Animator(Independent Contractor)

Karanji Infotech Pvt.Ltd (ED-Tech)

September 2022 - Present, Bengaluru ,India

- Edited videos, created motion graphics animations, and handled post-production tasks for multiple video materials.
- Collaborated with instructional designers to effectively convey course objectives and learning outcomes through video content.
- Managed project timelines and deliverables to ensure prompt delivery of final video products.
- Ensured clarity of the videos' message and adherence to brand guidelines by working closely with content creators.
- Maintained a consistent visual identity across all video materials in line with established brand guidelines.
- Utilized various video editing software and tools such as Adobe Premiere Pro, After Effects, and Final Cut Pro.

Video Editor & Motion Graphics Animator

Viddyoze (A Video Making Software)

November 2020 - May 2023, UK (Remote)

- Created social platform ads that reached millions of people and drove millions of revenue for the organization.
- Strategized and developed ads that increased organizational growth by 150% during COVID-19.
- Produced high-quality video edits and motion graphics animations while meeting technical requirements.
- Designed videos with appealing visuals, meeting all mutually agreed deadlines.
- Collaborated with cross-functional teams to create videos as per behavioural requirements and brand guidelines.
- Provided regular feedback to the managing and marketing teams to enhance engagement.

Video Editor & Motion Graphics Animator

Quadcubes Digital (Ad Agency)

May 2019 - November 2019, Kozhikode, Kerala, India

- Brainstormed, shot, edited, and created ads and digital marketing campaigns in a video environment.
- Liaised with clients and collaborated with top photographers and artists for different projects.
- Interfaced with local government and administrative bodies to create documentaries and help them spread awareness on their programs.
- Edited and created motion graphics ads to enhance digital presence, resulting in increased website traffic by 40%.
- Utilized Adobe Creative Suite to create visuals for broadcast, web and print ads.

Video Editor & Creative Designer

Xpresso (Event Management/Ad Agency)

October 2018 - March 2023, Kozhikode, Kerala, India

- Led and managed a crew of cinematographers and photographers while conceptualizing, designing and developing multiple videos, resulting in high customer satisfaction.
- Oversaw the video development process and ensured effective social media broadcast, resulting in a 10% increase in viewership.
- Managed large and small events within budget by efficiently utilizing available resources.
- Designed and executed advertising campaigns by ideating, scripting, shooting and editing, achieving marketing goals.
- Edited and optimized content using Adobe Creative Cloud software, resulting in a 147% increase in customer satisfaction scores.
- Demonstrated excellent leadership, time management, and creative problem-solving skills while delivering quality results.

EDUCATION

Diploma in Filmmaking

CERTIFICATIONS

Content Marketing

Hubspot Academy • 2023

In today's digital age, content marketing has become an integral part of the marketing mix for businesses of all sizes. By creating high-quality content that resonates with their target audience, businesses can drive engagement, build brand awareness, and generate leads. The HubSpot Content Marketing Certification covers essential concepts in content marketing, including: Developing a content strategy Identifying your target audience Creating content that resonates with your audience Distributing and promoting your content Measuring and analyzing your content's performance

Social Media Marketing

Hubspot Academy • 2023

Training and knowledge on how to effectively leverage social media for marketing purposes. This certification covers important topics such as social media strategy, content creation, community building, and measuring social media performance.

Inbound Marketing

Hubspot Academy • 2023

It provides comprehensive training on how to attract, engage, and delight customers using inbound marketing techniques. This certification covers important topics such as content creation, search engine optimization (SEO), lead nurturing, and email marketing.

SKILLS

Video editing: Proficient in editing various types of video content, including course materials, employee onboarding videos, and pilot videos for new courses. Experience using editing software such as Adobe Premiere Pro, After Effects, and Final Cut Pro.

Video production: Skilled in all aspects of video production, from concept development to filming, to post-production and final delivery. Experience collaborating with content creators and instructional designers to create video content that effectively communicates course objectives and learning outcomes.

Motion graphics design: Experience creating engaging and effective motion graphics for video content. Skilled in using software such as Adobe After Effects and other design tools to bring ideas to life.

Social media marketing: Proficient in developing and executing social media marketing strategies across various platforms, including Facebook, Twitter, LinkedIn, and Instagram. Experience creating engaging social media content and analyzing performance metrics to optimize results.

Inbound marketing: Knowledgeable in inbound marketing techniques, including content creation, search engine optimization (SEO), lead nurturing, and email marketing. Skilled in developing and executing inbound marketing campaigns that drive results.

Content marketing: Experienced in developing and executing content marketing strategies to build brand awareness and drive engagement. Skilled in creating high-quality content that resonates with target audiences and aligns with business objectives.