

RANA MUHAMMAD TALHA MAJID

Video Editor | Short-Form & Promotional Content | AI-Assisted Workflows

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PROFESSIONAL SUMMARY

Video editor with 2–3 years of experience producing promotional, brand, and short-form content for social media and marketing campaigns. Proficient in Adobe Premiere Pro and CapCut, with practical experience using AI video and voice tools (Runway ML, Pika Labs, ElevenLabs) to speed up production. Comfortable across the full post-production process — editing, motion graphics, colour grading, sound design, and multi-format export — with a consistent record of lifting audience engagement and watch-completion on delivered content.

WORK EXPERIENCE

Video Editor

Jun 2025 – Jan 2026

Professional Crew | Multan, Punjab, Pakistan (On-site) — in collaboration with StreamEdge Digital

- Owned end-to-end video production — editing, motion graphics, colour grading, sound design, and delivery — for weekly content drops across brand clients.
- Edited 50+ promotional and marketing videos using Adobe Premiere Pro and CapCut; produced AI-generated video content with tools such as Runway ML and Pika Labs to cut turnaround time by 40%.
- Applied colour grading LUTs, custom motion graphics, captions, and mixed/balanced audio for broadcast-ready, platform-native output.
- Client social posts averaged a 35% uplift in engagement rate post-edit.

PROJECTS

Social Media Ad Campaigns

2023 – Present

Multi-Platform | Adobe Premiere Pro · CapCut · AI Tools

- Produced 20+ ad creatives with custom motion graphic intros, branded lower-thirds, and platform-specific aspect ratios (9:16, 1:1, 16:9) for Instagram, Facebook, and YouTube pre-roll.
- Integrated licensed music and SFX with precise audio ducking; ads achieved CTR 25% above client benchmarks, with one campaign surpassing 100K organic impressions in its first week.

Short-Form Content – Reels & TikTok

2022 – Present

Instagram Reels · TikTok · YouTube Shorts | CapCut · Premiere Pro

- Delivered 30+ Reels/TikTok edits per month with trend-aligned transitions, text animations, and viral audio syncing, plus AI upscaling to repurpose existing footage at no extra shoot cost.
- Three client accounts grew by 2,000+ followers within 90 days; average watch-completion held above 65% across all short-form deliverables.

RELEVANT EXTRACURRICULAR EXPERIENCE

Photography Head & Operations Head

2024 – Present

UET Media Club, UET Taxila

- Lead visual content and event operations for a university-wide media club, producing photo/video coverage of campus events for social channels.

EDUCATION

BS Computer Science

2023 – 2027 (Expected)

University of Engineering & Technology (UET) Taxila

TECHNICAL SKILLS

- Editing Software: Adobe Premiere Pro, CapCut (Desktop & Mobile), DaVinci Resolve (basic)
- AI Video & Voice Tools: Runway ML, Pika Labs, Veo, ElevenLabs (AI voice), AI upscaling & frame interpolation
- Motion Graphics & VFX: Custom title sequences, animated lower-thirds, transitions, text overlays, captions, keyframe animation, speed ramping
- Post-Production: Colour grading (LUTs), sound design, audio ducking/mixing, trending audio & SFX sourcing, multi-format export (9:16 / 1:1 / 16:9)
- Platforms: Instagram Reels, TikTok, YouTube Shorts, Facebook Ads