

DANISH AHMAD

Senior Video Editor, AI Content Strategist & Automation Specialist

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PROFESSIONAL SUMMARY

Senior Video Editor and AI Content Strategist with 3.5+ years specializing in social media, branded content, AI-driven post-production, and content automation. Currently drive AI content strategy and automation systems for a fashion retail brand, generating 1.7M views in 28 days through AI-assisted content pipelines. Proven track record delivering 40+ high-volume, platform-native video edits per week at broadcast-quality standards. Experienced Creative Director who has led cross-functional teams of 10+, managed monthly content calendars for 30+ brand accounts, and produced content for million-subscriber YouTube channels. Expert in Adobe Premiere Pro, After Effects, DaVinci Resolve, and AI-assisted workflows (Higgsfield, Veo3, Kling, Seedance, HeyGen, Runway, ElevenLabs, Nano Banana). Strong storytelling instincts with deep understanding of viral content mechanics, customer psychology, hook writing, and platform analytics across YouTube, TikTok, Instagram, and Pinterest.

WORK EXPERIENCE

AI Content Strategist & Automation Specialist | *Marla's Fashions*

June 2026 – Present · Brampton, ON

- Drive end-to-end AI content strategy for a fashion retail brand, from market research and idea generation to prompt engineering and final publishing, achieving 1.7M views in 28 days.
- Generate custom AI video and image content using Higgsfield, Seedance 2.5, Veo3, Nano Banana, and GPT Image models, with AI voiceover production via ElevenLabs, then finish all content in Adobe Premiere Pro.
- Build and manage content automation systems and repeatable production workflows to scale output across YouTube, TikTok, Instagram, Facebook, and Pinterest.
- Analyze content performance and customer psychology to inform creative direction, iterating on hooks, formats, and messaging based on real engagement data.
- Schedule and publish across all channels using Meta Business Suite and Metricool, and manage brand presence on Google My Business.

Video Editor & Content Creator | *FutureNow Inc.*

July 2025 – May 2026 · Remote / GTA

- Produced 40+ short-form videos per week with an 8-hour turnaround, consistently meeting broadcast-quality standards at high volume across TikTok, YouTube Shorts, and Instagram Reels.
- Created AI-assisted, character-driven content for entertainment audiences, integrating motion graphics, advanced visual effects, and AI VFX using Adobe After Effects and Runway.
- Optimized pacing, hooks, and visual style using platform engagement metrics, directly informing editing decisions to maximize audience retention and viral content performance.
- Maintained brand consistency across all content while leveraging trending audio, hook formats, and emerging content opportunities.

Creative Director | *Digital Dizzles*

November 2024 – June 2025 · GTA, ON

- Directed end-to-end branded content production for 30+ clients across multiple industries, owning creative strategy, content calendars, storyboarding, and final delivery.
- Built and implemented a standardized 5-step production workflow (Strategy, Capture, Edit, Manage, Reflect) that improved client retention and reduced revision cycles by 30%.
- Led a cross-functional team of 10+ video editors, designers, and content creators, maintaining brand consistency across all video and digital assets.
- Developed data-driven content calendars and platform-native storytelling delivering measurable results across YouTube, TikTok, Instagram, and Facebook.

Video Editor & Videographer | *Saqib's Studio*

December 2023 – October 2024 · GTA, ON

- Collaborated on content production for a million-subscriber YouTube channel, editing long-form and short-form content to platform-specific standards for maximum audience retention.
- Managed full-scale on-site production logistics including Canon camera operation, gimbal work, studio lighting rigs, and crew coordination.
- Delivered cinematic post-production across commercial photography and video projects, from raw capture to final color grade using DaVinci Resolve and Adobe Lightroom.

Video Editing Head | Deewar Studios

November 2022 – December 2023 · Remote

- Led a post-production team in a fast-paced startup environment, managing delivery timelines across multiple concurrent client projects.
- Built a collaborative workflow system bridging production crews and the editing suite, reducing communication bottlenecks and improving turnaround time.
- Upheld brand voice and artistic standards across all deliverables while mentoring junior editors on Adobe Premiere Pro best practices, scripting, and hook writing.

KEY SKILLS

Video Editing: Adobe Premiere Pro (Expert), DaVinci Resolve (Color Grading), Final Cut Pro, CapCut

AI Content Generation: Higgsfield, Seedance 2.5, Veo3, Kling, Nano Banana, GPT Image, HeyGen, Runway, ElevenLabs (AI voice), prompt engineering

Content Strategy & Automation: Content automation systems, workflow development, market research, customer psychology analysis, content calendar planning, hook writing, scripting, storyboarding, viral content mechanics

Motion Graphics & Design: Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Canva, Title Sequences

Audio Post-Production: Adobe Audition (Sound Design, Noise Reduction, Mixing), ElevenLabs (AI voice)

Social Media Platforms: YouTube & YouTube Shorts, TikTok, Instagram Reels, Facebook/Meta, Pinterest, LinkedIn, platform analytics

Scheduling & Analytics: Metricool, Meta Business Suite, Google My Business, YouTube Studio

Paid Social (Foundations): Meta Ads Manager, TikTok Ads, ad creative development, campaign creative support

Photography & Camera: Canon camera operation, photography (Adobe Lightroom), gimbal, studio lighting rigs, crew coordination

Creative Direction: Brand storytelling, brand consistency, client management, team leadership (10+ direct reports)

Project Management: Asana, Trello, Slack, Frame.io, Notion, Google Suite, monthly content calendar systems

Soft Skills: High-volume delivery (40+/week), 8-hour turnaround, stakeholder communication, autonomous work

EDUCATION

Bachelor of Science

National University of Science & Technology (NUST), Islamabad · 2019 – 2023 · CGPA: 3.0

FSc. / A-Level

PGC Mirpur · 2016 – 2018 · Final Percentage: 78%

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Essential Skills in Adobe Premiere Pro 2025 — Professional Certificate

Introduction to Premiere Pro with Valentina Vee

Communication Foundations

Post-Production Mastery Program — AI-assisted workflows & advanced color grading

Professional Interests: Regional Canadian documentary storytelling · Cinematic sound design · AI & creative technology intersection · Content automation systems