

# DANISH AHMAD

Senior Video Editor, Content Creator & Creative Director

Brampton, ON | 437-855-1914 | danish1999ahmad@gmail.com | Portfolio: [shorturl.at/7MqXg](https://shorturl.at/7MqXg) | [linkedin.com/in/danish1999ahmad](https://linkedin.com/in/danish1999ahmad)

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## PROFESSIONAL SUMMARY

Senior Video Editor and Content Creator with 3.5+ years specializing in social media, branded content, and AI-driven post-production. 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 (Runway, ChatGPT, Descript, ElevenLabs). Strong storytelling instincts with deep understanding of viral content mechanics, hook writing, and platform analytics across YouTube, TikTok, and Instagram.

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## WORK EXPERIENCE

### Video Editor & Content Creator | [FutureNow Inc.](#)

July 2025 – Present

- Produce 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.
- Create AI-assisted, character-driven content for entertainment audiences, integrating motion graphics, advanced visual effects, and AI VFX using Adobe After Effects and Runway.
- Optimize pacing, hooks, and visual style using platform engagement metrics, directly informing editing decisions to maximize audience retention and viral content performance.
- Maintain brand consistency across all content while leveraging trending audio, hook formats, and emerging content opportunities.

### Creative Director | [Digital Dizzles](#)

November 2024 – June 2025

- 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

- 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

- 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

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<b>Video Editing:</b>	Adobe Premiere Pro (Expert), DaVinci Resolve (Color Grading), Final Cut Pro, CapCut
<b>Motion Graphics &amp; Design:</b>	Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Canva, Title Sequences
<b>Audio Post-Production:</b>	Adobe Audition (Sound Design, Noise Reduction, Mixing), ElevenLabs (AI voice)
<b>AI Workflows:</b>	Runway, ChatGPT, Claude, Descript, ElevenLabs, AI-assisted editing, prompt engineering, AI VFX
<b>Content Strategy:</b>	Content calendar planning, hook writing, scripting, storyboarding, viral content mechanics, trend awareness
<b>Social Media Platforms:</b>	YouTube & YouTube Shorts, TikTok, Instagram Reels, Facebook/Meta, LinkedIn, platform analytics
<b>Paid Social (Foundations):</b>	Meta Ads Manager, TikTok Ads, ad creative development, campaign creative support
<b>Photography &amp; Camera:</b>	Canon camera operation, photography (Adobe Lightroom), gimbal, studio lighting rigs, crew coordination
<b>Creative Direction:</b>	Brand storytelling, brand consistency, client management, team leadership (10+ direct reports)
<b>Project Management:</b>	Asana, Trello, Slack, Frame.io, Notion, Google Suite, monthly content calendar systems
<b>Soft Skills:</b>	High-volume delivery (40+/week), 8-hour turnaround, stakeholder communication, autonomous work

## EDUCATION

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### 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

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### Essential Skills in Adobe Premiere Pro 2025 — Professional Certificate

LinkedIn Learning x Adobe · May 2026

### Introduction to Premiere Pro with Valentina Vee

Adobe Video Training (Official Adobe Platform) · May 2026

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

In progress · Expected completion: 2026

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