

Mubashir Baloch

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Creative Video Editor & Videographer | 8 Years of Expertise in Crafting Engaging Visual Content

Summary

Experienced and creative **Video Editor** and **Videographer** with **8 years of expertise** in video production, cinematography, and post-production. Proficient in **Adobe Premiere Pro** and **After Effects**, I specialize in creating visually compelling content for social media, marketing campaigns, and brand videos. With a proven track record of conceptualizing and producing engaging videos for international clients, local industries, and software houses, I deliver high-quality projects that align with brand guidelines. Thriving in collaborative environments, I ensure brand consistency and impactful **storytelling** across all channels, driven by a keen eye for detail and a deep passion for **crafting visually stunning content**.

Experience

Top Edge Technologies

Multan, Pakistan

Senior Video Editor

Feb 2023-Present

Responsibilities:

- **Conceptualize, design, and produce** high-impact **video ads** for **mobile applications**, enhancing user engagement and increasing app visibility.
- Oversee the video production process, from **creative concept** development to **post-production**, ensuring alignment with marketing goals and brand identity.
- Enhance audience engagement through **motion graphics, sound design**, and advanced **video editing techniques**.
- Collaborate with functional teams to refine **content strategies** based on performance metrics and audience insights.

Achievements:

- Increased app downloads by **50%** through high-quality, **engaging video ads**.
- Expanded global app visibility by producing impactful video content.
- Boosted user engagement by **25%** and retention rates by **15%**, driving a **20%** increase in overall **business growth**.

Buch International Hospital

Multan, Pakistan

Freelance Videographer and Video Editor

Oct 2023-Aug 2024

Responsibilities:

- **Conceptualized, produced, and directed** compelling video content highlighting hospital services, patient journeys, and hospital events, ensuring alignment with **branding and marketing goals**.
- **Collaborated with medical professionals** and hospital staff to **capture authentic patient experiences**, showcasing the quality of care and building trust.
- Managed the complete video production process, from **scripting** and **filming** to **editing** and **post-production**, ensuring high-quality content creation.
- Produced engaging content to promote healthcare services, driving increased visibility and audience engagement across digital platforms.

Achievements:

- Increased hospital **online engagement** by **70%** through compelling storytelling and patient journey videos, **enhancing digital presence** and visibility.
- Created high-quality videos that played a key role in improving patient trust and advancing the hospital's branding.
- Recognized by hospital management for consistently delivering **engaging content** that enhanced **marketing campaigns** and patient communication strategies.

Mahmood Group of Industries

Multan, Pakistan

Freelance Videographer and Video Editor

Oct 2018-Nov 2022

Responsibilities:

- **Produced and directed corporate video content**, including employee testimonials, **documentaries**, and **corporate event videos** across brands like Mahmood Textile Mills, Roomi Fabrics, and MG Apparel.
- Collaborated with stakeholders to align **video projects** with corporate objectives and **branding guidelines**, ensuring consistent **visual storytelling** across industries.

- Managed the entire video production process, including **script writing, filming, editing, and post-production**, ensuring high-quality video outputs within deadlines.
- Adapted **creative production techniques** to effectively communicate key messages and highlight industry-specific offerings, improving engagement across multiple sectors.

Projects

BigBang Entertainment

Karachi, Pakistan

Assistant Director

Jan 2022-Mar 2022

Project: Mumkin Webseries [Directed By: Shahid Shafaat], Starz Play

- Coordinated **filming schedules**, ensuring **seamless production flow** and adherence to **timelines**.
- Collaborated with the **director** and production team to uphold the **creative vision** and direction of the series.
- Managed **on-set logistics**, including the coordination of cast, crew, and equipment for smooth production.
- Assisted with **script breakdowns, rehearsals, and scene setups** to ensure efficient filming sessions.
- Handled production documentation to improve post-production efficiency
- Contributed to creating a high-quality web series, actively supporting the **director's vision**.

NGO: Oxfam GB

Karachi, Pakistan

Photography

Dec 2022-Jan 2022

Project: **Impact of Disasters on the Economic Resilience of Women**

- Captured **high-quality photography** documenting the resilience of women affected by urban flooding, extreme weather, and other disasters.
- Edited images using **Adobe Photoshop** and **Adobe Lightroom**, ensuring consistency with Oxfam GB's visual standards while enhancing the emotional depth of each image.
- Collaborated closely with **consultant Gul-e-Nosheen** to deliver over **150 photographs** and 5 human interest stories, contributing essential visual content for the project's analysis.
- Built trust with local communities and secured consent to ensure culturally sensitive, **impactful storytelling**

Awards / Achievements

1. Awarded **2nd position** nationwide in the **Hum TV & Jazz Digital Pakistan Filmmaking Competition** for **creativity** and **filmmaking skills**.
2. Achieved **3rd position** in the **Punjab Short Film Competition** for **storytelling, cinematic quality, and technical filmmaking skills**.
3. Directed the **documentary "The Story of Multan by Multan,"** selected from over 1,550 entries in the **National Amateur Short Film Festival (NASFF)**. The documentary, showcasing Multan's rich **cultural heritage**, was featured on the Ministry of Information's **NASFF22** YouTube channel and invited to the **Prime Minister's House**, with special recognition for **expert shooting and editing skills**.

Skills

- **Video Editing Software:** Proficient in Adobe Premiere Pro, After Effects, and CapCut
- **Technical Skills:** Skilled in color grading, motion graphics, graphic design, sound design, green screen editing
- **Video Production:** Experienced in social media videos, corporate videos, documentaries, UGC videos, video ads, app promos, digital ads, commercials, real estate videos, and short films
- **Equipment Knowledge:** Strong in camera operations, lighting setups, and camera angles (DSLR)
- **Project Management:** Expertise in end-to-end video production, timeline management, and team collaboration
- **Content Optimization:** Proficient in optimizing video content for YouTube, Instagram, Facebook, TikTok, and LinkedIn to maximize engagement
- **Creative Storytelling:** Skilled in scriptwriting, storyboarding, and brand storytelling

Education

BS Commerce

Bahauddin Zakariya University

Sep 2017-July 2021