

GNANA PRADEEP G

Senior Video Editor & Graphic Designer

📍 Chennai, Tamil Nadu, India

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[🌐 LinkedIn - Portfolio](#)

PROFESSIONAL SUMMARY

Senior Video Editor & Graphic Designer with **10+ years of experience** in video editing, asset videography, and social media creatives. Highly skilled in **Adobe Premiere Pro, After Effects, Photoshop, Illustrator** and AI tools including **ChatGPT**. Proven ability to manage **end-to-end video production**, create **high-performing Meta and social media ads**, and mentor creative teams. Strong background in event production, digital campaigns, and performance-driven visual storytelling. Seeking senior or leadership roles to drive creative impact and brand growth.

CORE SKILLS

- Video Editing & Motion Graphics
- Graphic Design & Visual Branding
- Social Media Content Creation
- Meta Ads & Performance Creatives
- Creative Ideation & Storytelling
- Team Collaboration & Mentorship
- Analytics Awareness
- Time & Project Management
- Trend & Platform Awareness
- Multitasking & Adaptability

TOOLS & TECHNICAL EXPERTISE

- Adobe Premiere Pro
- Adobe After Effects

- Adobe Photoshop
 - Adobe Illustrator
 - Video Production & Asset Videography
 - Social Media Platforms (Meta, Instagram, Facebook, YouTube, LinkedIn)
 - AI Tools: ChatGPT • Midjourney • Gemini • Meta AI • Adobe Firefly • Runway • ElevenLabs
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PROFESSIONAL EXPERIENCE

Creative Growth Strategist (Video, Design & Social Media)

Freelance | *April 2026 – present*

I work directly with clients to understand their vision, goals, and what kind of content they need.

My main focus is on Reels and Shorts, especially talking-head videos. I also use AI tools for research, content ideas, scripting, visuals, and other parts of the creative process.

From planning to execution, I work on short-form videos, long-form videos, and ad creatives. I also handle social media by scheduling posts, checking analytics, researching trends, coming up with new content ideas, and developing scripts.

I coordinate with freelance video editors who work on my client projects. I review their work and make sure the videos meet the quality, deadlines, and what the client is expecting.

Every week, I connect with my clients to review the performance, discuss new ideas, understand what is working and what is not, and plan the next content strategy to help them grow consistently.

Senior Video Editor & Graphic Designer

Vetrinex Labs (VL) | *April 2025 – Feb 2026*

- Creating high-impact **video and design creatives for Meta ads and social media platforms**.
- Handling **end-to-end production**, including concept development, editing, motion graphics, and final delivery.
- Designing **static creatives, reels, ad videos, and campaign assets** aligned with brand guidelines and performance goals.

- Collaborating closely with **marketing and performance teams** to optimize creatives for engagement and conversions.
- Managing multiple projects simultaneously while maintaining **quality, consistency, and timelines**.

Senior Video Editor & Graphic Designer

Success Gyan India LLP | *May 2019 – March 2025*

Video Editing & Production

- Created event intro videos, promotional trailers, book launch ads, and book cover designs.
- Produced Facebook ad campaign videos for Success Gyan Academy.
- Edited promotional content for events, webinars, intros, and trailers.
- Played a key role in the **Super Speaker reality show**, handling pre-promotion and post-promotion video edits.

Social Media & Content Creation

- Developed engaging video and design content across multiple social media platforms.
- Contributed to ideation and execution of creative strategies for events and webinars.

Event & Live Production

- Assisted cameramen during offline events to ensure high-quality footage capture.
- Supported live event coverage and post-event video production.

Leadership & Collaboration

- Promoted to **Senior Video Editor in March 2022** for strong performance and leadership.
- Mentored team members and supported cross-functional creative teams.
- Actively contributed innovative ideas to enhance brand presence and engagement.

Video Editor & Graphic Designer

Talks of Cinema | *November 2017 – February 2019*

- Edited film footage and assembled structured narratives.
- Trimmed, sequenced, and produced rough and final cuts.
- Integrated music, dialogues, graphics, and visual effects.
- Ensured smooth flow and technical quality of final outputs.

Video Editor

Dabia | *January 2017 – November 2017*

- Collaborated with clients to create custom wedding video packages.
 - Edited multi-camera footage into cohesive visual stories.
 - Added music, sound effects, transitions, and effects.
 - Managed multiple projects simultaneously while meeting deadlines.
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EDUCATION

Higher Secondary Course (2010 – 2011)

Kalamandir, Chennai

Bachelor of Commerce (2011 – 2014)

Madras University / Loyola College

Diploma in Graphic & Animation (2013 – 2014)

Loyola College

CERTIFICATIONS

- Full-Time Filmmaker
 - Social Media Marketing & Management
 - ChatGPT Prompt Generator
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LANGUAGES

- English
- Tamil