

# Baljeet G. Gill

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My Portfolio link: <https://portfolio.rdx-graphics.in/>

Video Editing link: <https://rb.gy/tdufq>

2D Animation link; <https://rb.gy/jink9>

Advertising link: <https://rb.gy/tfera>

Social Media link: <https://rb.gy/jwxu6>

Catalogue: <https://rb.gy/9o4qy>

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## Creative Video Editor:

Almost 12 years of experience, I am professional specializing in editing video footage to create compelling and cohesive visual narratives. A crucial role in the post-production process of filmmaking, television production, and online video content. Here's a description of my role:

1. Footage Selection: Review raw footage and select the best clips to use in the final video, ensuring that the story or message is conveyed effectively.
2. Editing Software: Skilled in using video editing software such as Adobe Premiere Pro, Final Cut Pro, or Adobe After effect to resolve to trim, arrange, and manipulate video and audio elements.
3. Storytelling: A storytellers. To assemble the selected footage to create a cohesive and engaging narrative, making decisions about pacing, sequencing, and transitions.
4. Audio Editing: To work with audio elements, including dialogue, music, and sound effects, to enhance the overall viewing experience and ensure audio synchronization.
5. Visual Effects: Add visual effects, text overlays, and motion graphics to enhance the video's quality and convey specific messages.
6. Collaboration: Often collaborate with directors, producers, and other team members to ensure that the final product aligns with the project's goals.
7. Technical Skills: With technical skills to handle various video formats, resolutions, and aspect ratios.

## Graphic Designer:

With 15 years of experience driving business expansion through data-driven decision-making and innovative marketing campaigns. Expert in crafting distinctive brand experiences and producing engaging and meaningful content across top-of-funnel and mid-funnel channels that effectively boosts brand recognition, generates interest, and drives business expansion. Strategic thinker that uses insights, data, and cultural trends to make impactful decisions and designs for brands. Passionate brand advocate that operates well amid ambiguity, constantly changing environments, and collaborative workspaces. Specializes in creating visual content and designs for a wide range of purposes, both for print and digital media. Focus is on visual communication and aesthetics. Here's a description of a graphic designer's role:

1. Visual Communication: With skills to convey messages, ideas, and information through visual elements such as images, typography, and illustrations.
2. Creative Design: For various projects, including logos, brochures, posters, websites, social media content, advertisements, and more. With strong sense of aesthetics and creativity.
3. Software Proficiency: In using graphic design software such as Adobe Photoshop, Illustrator, InDesign, CorelDraw and other design tools to create and manipulate visual elements.
4. Typography: With good understanding of typography and how different fonts and text styles can impact the overall design.
5. Client Collaboration: Often work closely with clients, marketing teams, or art directors to understand their design needs and deliver work that meets their objectives and brand guidelines.
6. Problem Solving: They solve visual communication problems by designing visually appealing and effective solutions that engage and inform the target audience.

## Work Experience:

**Colinz Laboratories** • Mumbai • January 2011 - Present Creative graphic designers • Spearheaded multiple integrated marketing flyers, leaflets, Visual-Aid design/production, Website designs, and packaging/label designed to drive brand preference. • collaborating with cross-functional teams. • Produced impactful graphics for digital advertisements that significantly increased social engagement. • and foot traffic for the cities of Maharashtra, outperforming competitors, Produced and designed illustrations, creating a vibrant atmosphere and enhancing engagement.

- Maintained a cohesive visual identity for the brand through original design, effectively communicating its message and values.
- Developed creative assets that captured target audiences' attention, including logos, packaging, and promotional materials.
- Managed and designed experiential design projects for top tech companies.
- Collaborated with senior leadership to provide clients with effective design solutions and ensure project success.
- Conceptualized and executed brand marketing campaigns, digital renders, social media, and print assets.
- SKILLS Adobe Creative Suite, Brand Identity, Budgeting, Concept Development, Creative Production, Cross-functional Collaboration, Data Analysis, Event Management, Marketing Strategy, Team Leadership

***Pitambari Products Pvt Ltd:*** (As Manager: Animator / Video editor in Creative Dept.)

Mumbai • February 2013-2021- video editor • As video editor specializing in editing video footage to create compelling and cohesive visual narratives. • Video editors play a crucial role in the postproduction process of filmmaking, television broadcast production, • and online video content.

**Description of my role:**

• Worked as an 2D Animator, • Video editing for YouTube, • Making ads for TV broadcast as well as for presentation. • Also designed some 3D products etc. • Work including Social Media post/video etc.

***Blue Square:*** (Multi products store) for 3 years (Art Director)

- Worked for all designing elements • Website, • Sales Promotional materials, • Ads, • Posters, • VMs, • Hoarding etc.

***Labnics Equipments:*** (MNC U.S.A.) For 2 years (Art Director)

- Worked for all designing elements e.g. Website design, Products Catalogue and Leaflets etc.

***Gini & Jony:*** (Kid's Wear) for 4 years (Visualizer)

- Worked for all designing elements e.g. Sales Promotional materials, ads, posters, VMs Hoarding, Catalogue etc.

***Al Abraj Advertising:*** (Gulf – Bahrain) for 3 years (Visualizer)

- Worked for all designing elements e.g. Billboard Animation, Press Ads, Catalogue etc.

***Jasmine Fashions:*** (Ladies & Men's wears) For 5 years (Art Director)

- Worked for all designing elements e.g. Sales Promotional materials, ads, posters, Leaflets & Catalogue etc.

**Software (Mac & Pc)**

Adobe: Photoshop, Illustrator, After Effects, Final Cut pro, Premier pro, Filmora & Movavi etc.

CorelDraw, Audacity for Audio editing, Blender for making 3D product.

I am a passionate graphic designer with diverse skills and expertise. With years of experience in the industry, I have honed my talents in various creative domains, YouTube: Shorts, YouTube: Video Editing, Content Strategy, Copywriting, Graphic Design, Audience Engagement, Branding, Time Management, Team player, Communication Skills, Creative Thinking, Good listener, Research Skills, Adaptability, Collaboration, Presentation Skills & Knowledge of Current Trends.

*In summary, **graphic designing:** focus on creating visual designs and images for various mediums, while **video editing:** work with video footage to craft engaging narratives and produce finished video content. Both professions require a combination of technical skills and creative sensibilities to produce visually appealing and effective results.*