

# Mohamed Fathy - Video Editor

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## **Professional Summary**

Video Editor with expertise in creating engaging video ads and campaigns. Proficient in Adobe Premiere Pro, Photoshop, and Adobe After Effects.

Skilled in managing and optimizing social media ads.

Experienced in digital marketing and social media.

Proficient in product photography.

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## **Work Experience**

### **Strategy For Business Solutions |Marketing Agency - Egypt | Full-Time**

- Produced and edited a wide range of marketing videos, including social media content, paid ads.
- Created engaging video content for platforms such as TikTok, Instagram, and Meta Ads.
- Developed brand-aligned video edits that supported clients' marketing strategies and visuals .
- Edited performance-driven video ads optimized for engagement, CTR, and conversions.
- Collaborated with marketing strategists, designers, and content teams to execute campaigns.
- Handled general video editing tasks across multiple industries, adapting styles to match each brand's.

### **Styli Souq — KWSouq|VideoEditor |Saudi Arabia and Kuwait | Full-Time**

- Optimized video content to increase audience engagement and conversion rates.
- Produced videos tailored specifically for social media platforms like TikTok and Instagram.
- Utilized Adobe Premiere Pro and After Effects to deliver professional-quality product videos.
- Created video ads that significantly boosted product visibility and sales across digital platforms.
- Collaborated with marketing teams to ensure alignment with campaign objectives and branding.

### **Trendyol | Video Editor |Saudi Arabia, UAE and Kuwait | Contract**

- Managed full video production process, from concept to completion.
- Produced and edited product videos tailored for social media ad campaigns.
- Collaborated with creative teams to streamline workflows and meet deadlines.
- Used Adobe Premiere Pro and Photoshop to deliver high-quality product videos.
- Optimized video ads to improve engagement and conversion rates across platforms.
- Created impactful video ads that boosted brand visibility and audience engagement.
- Adapted videos to meet the cultural and market demands of Saudi Arabia, UAE, & Kuwait

## **Evaaz | Video Editor** | Saudi Arabia | Full-Time

- Managed the entire video production process from concept to execution.
- Shot and edited product demonstration videos optimized for social media Ads.
- Created engaging video ads that drove significant conversions and sales growth.
- Led video projects by collaborating with teams and overseeing workflows to meet deadlines.
- Developed and edited high-quality product videos using Adobe Premiere Pro and Photoshop.
- Proven ability to optimize video ads for higher engagement and conversions across campaigns.

## **Fordeal | Video Editor** | Kuwait | Contract

- Focused on optimizing ad videos for higher conversions and improved engagement metrics.
- Worked with cross-functional teams to ensure smooth project execution and timely delivery.
- Leveraged Adobe Premiere Pro and Photoshop to create top-notch product videos.
- Developed product videos specifically designed for social media ad performance.
- Produced video ads that contributed to increased sales and brand awareness.
- Led end-to-end video production, including planning, shooting, and editing

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## **Self-study courses:**

[Howtobe a Content Creator- Content School](#)

[Copywriting and Content Creation Secrets- Easyt.Online](#)

[Facebook and Instagram Ads- Easyt.Online](#)

[Twitter, Snapchat and TikTok Ads- Easyt.Online](#)

[OneProduct Profits | Master E-commerce- Teachable](#)

[Social Media Ads / Media Buying- Learn N' Digital](#)

[Social Media Marketing 2022 Edition- Social Medyawy](#)

[Social Media Marketing 2019 Edition- Social Medyawy](#)

[Fundamentals of digital marketing- Google](#)

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## **Tools and Skills:**

### **Tools:**

Adobe Premiere Pro - Adobe After Effects - Adobe Photoshop - Final Cut Pro - Trello - Adobe Lightroom - Microsoft Office (Word - Excel - PowerPoint - Outlook - Teams) - Google Suite (Docs - Sheets - Drive - Meet - Gmail).

### **Skills:**

Social Media Marketing - Social Media Designs - Camera Photography - Product Photography - Project Management - Problem-Solving.