

Jamal Bryan

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PROFESSIONAL SUMMARY

Driven freelance video editor with 10 years of storytelling experience in the non-broadcast sector, editing a wide range of media for various social media platforms and cooperate clients. Recently completing the editing of a short film, with the goal of establishing my career in the TV/Film industry.

SUMMARY OF SKILLS

- Avid Media Composer
- Adobe Premiere Pro
- Final Cut Pro
- DaVinci Resolve
- Adobe CC Suite

SELECTED CREDITS

Editor	Fantasy Screenplay Writers [Short Film] Director: Spencer Langlois Production: Instafamous Productions	Nov 2023 – April 2024
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PROFESSIONAL EXPERIENCE

Video Editor Freelance - Mississauga ON, Canada	August 2020 – Present
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- Edited media content with the use of editing software, Final Cut Pro, Avid Media Composer and Premier Pro, generating short and long form content which resulted in the content averaging 2.9 million views within a 60-day period (1.3 million views within 30 days).
- Achieved single video virality of over 800,000 views within a 24-hour period.
- Used editing software, Final Cut Pro, Premier Pro and After Effects, to create a workflow efficient enough to sustain an upload a content creation schedule of 2-5 videos per day while encouraging algorithm priority, consistent audience viewership, and platform engagement.
- Generated 50,000 profile views across the platform within a span of 30 days of curating content.
- Leveraged 'back-end' social media analytics to pinpoint audience viewing habits and identify trends

to better predict causes for content virality.

- Researched and analyzed trends in short-form videos, videos less than 20 minutes in length, to develop viable content strategies that increased overall profile and individual video viewership.

Video Editor

May 2018 – March 2021

Brass Media Productions - Mississauga ON, Canada

- Managed the complete output of client deliverables with a 100% client satisfaction rate.
- Built the company's website using a host server, Namecheap, and a page builder called Salient, customizing it to increase overall user experience.
- Created all promotional material for the business, such as Google Ads, Facebook Ads, Instagram posts, reels, stories, business cards and merchandise using popular Adobe CC Suite editing software.
- Installed and maintained the online e-commerce platform for the business using Woo-Commerce.
- Designed all service and product packages, including custom wedding packages using Adobe Photoshop, InDesign, Illustrator and Procreate.
- Experienced in B2B marketing, keeping the business up to date with industry trends and standards while applying these standards to the businesses B2B marketing workflow.

Video Editor

Sept 2013 – May 2020

Brass Knuckle Fitness (BKF) – Mississauga ON, Canada

- Created and edited 100% of all marketing material for customer acquisition; Google Ads, Facebook Ads, videos, Instagram post, reels, stories, company brochures, business cards, event banners, merchandise logos and designs using Photoshop, Lightroom, Illustrator, InDesign, etc.
- Implemented call-to-action marketing strategies, contributing to over 10,000 lbs of total client weight loss and a 20-35% annual increase of new clientele for the company's fitness and nutrition services.
- Collaborated with creators/marketing teams to help maintain a consistent output of media promotion.
- Analyzed media trends to keep promotional material from becoming stale, provoking innovation to stimulate consumer engagement, prolong consumer retention, and keep the influence of call-to-action strategies high.
- Captured and edited footage of group and individual training sessions, using popular hardware and software for video capture and editing.
- Proven interpersonal skills, with an ability to work under pressure and demonstrate collaborative skills during marketing campaigns. Maintaining the gym's brand identity to ensure that it is consistent with the gym's culture and brand messaging.

EDUCATION

Honors Bachelor of Health Sciences: Kinesiology and Health Promotion

Sheridan College - Brampton ON, Canada