**Varun Verma
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**Objective
Creative and detail-oriented Graphic and Website Designer and Video Editor with over 5 years of experience. Seeking a position where I can utilize my skills in website design, graphic design, video editing, and motion graphics to contribute to compelling visual content for digital platforms and presentations.**

**Skills & Competencies**

* **Graphic Design: Proficient in creating key art, social media graphics, logos, flyers, and marketing assets.**
* **Video Editing & Motion Graphics: Experience in creating 2D and 3D animated videos for social media using Adobe Premiere Pro and After Effects.**
* **Typography & Layout: Strong understanding of typography, design principles, and layout applications.**
* **Photo Retouching: Skilled in retouching and enhancing photos for digital and print use.**
* **UI/UX Design: Proficient in using Figma for website design and maintaining consistent user experience.**
* **Software Expertise: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), 3D Max, Figma.**
* **Team Collaboration: Experience working closely with design teams to ensure consistency across different media and brands.**

**Experience**

**World Boss Media – Design Agency
*Graphic Designer | Video Editor*
[24 February, 2025] – Present**

**At World Boss Media, I specialize in creating visually compelling designs and high-quality video content that align with brand objectives. My role involves developing engaging graphics, motion graphics, and promotional materials for digital and social media platforms. I collaborate with clients and marketing teams to deliver impactful visuals, ensuring consistency with brand identity. Additionally, I contribute to creative strategy discussions, bringing innovative ideas to enhance brand storytelling and audience engagement.**

**Social Media Marketing Intern
*HubSpot x LinkedIn Ambassador, Canada*
*October 2024 – November 2024***

* **Developed and executed content strategies tailored for LinkedIn, focusing on building brand visibility and engagement through posts, articles, and videos.**
* **Managed community interactions by responding to comments, messages, and connection requests, fostering meaningful conversations with professionals and potential clients.**
* **Tracked key metrics such as engagement rates, follower growth, and post-performance to optimize future LinkedIn campaigns and strategies.**
* **Created and managed LinkedIn Ads campaigns to reach targeted professionals, increase brand awareness, and generate leads for the company.**

**Freelance Content Creator
*Team AIRI, Cambridge, Canada*
*September 2024 – November 2024***

* **Produced high-quality, engaging video content showcasing property listings, virtual tours, and local market insights, optimized for each platform’s format (e.g., Reels, TikToks, and YouTube videos).**
* **Developed tailored content strategies to increase audience engagement and drive leads on Instagram, TikTok, Facebook, and YouTube, aligning with real estate trends and the realtor’s branding.**
* **Actively engaged with followers through comments, questions, and feedback on video content, fostering a community and building trust with potential home buyers and sellers.**
* **Stayed updated on real estate market trends and platform-specific video trends to ensure that content is relevant, timely, and optimized for both local audiences and broader reach.**

**Social Media Marketing Intern
*Eye Catching and Green Retail Consulting, USA (Remote)*
*September 2024 – October 2024***

* **Designed and edited video posts for social media platforms, focusing on engaging and visually appealing content.**
* **Developed and executed content strategies for LinkedIn, enhancing the online presence and visibility of both companies.**
* **Managed LinkedIn profiles and ran ad campaigns with a budget of $100 for each company, targeting strategic audiences to drive engagement and generate leads.**
* **Collaborated with stakeholders to ensure content aligned with branding and marketing objectives.**
* **Gained this opportunity through a college initiative, contributing to professional growth and practical experience.**

**Lead Designer & Video Editor
*Paridhi Traders, New Delhi, India*
*January 2022 – June 2024***

* **Designed a range of graphic assets, including social media banners, flyers, and marketing visuals for brand promotions and events.**
* **Created 2D animated videos and motion graphics for social media campaigns, increasing engagement and brand awareness.**
* **Collaborated with the marketing team to ensure designs aligned with brand guidelines and contributed to consistent visual storytelling.**
* **Managed photo retouching and image resizing for various platforms, ensuring high-quality visuals for web and print.**
* **Developed design templates for daily social media posts, contributing to a unified visual presence across all brand channels.**

**Sr. Designer and Video Producer
*Chachi Communications, New Delhi, India*
*August 2021 – December 2022***

* **Assisted in creating graphic elements for company presentations and digital media, contributing to successful marketing campaigns.**
* **Performed photo retouching and layout design for in-store marketing materials, including flyers and banners.**
* **Supported the creation of UI/UX designs using Figma, ensuring a smooth and engaging user experience for company websites.**

**UI/UX Designer and Video Editor
*UX Bounty, New Delhi, India*
*February 2019 – July 2021***

* **Assisted in creating graphic elements for company presentations and digital media, contributing to successful marketing campaigns.**
* **Performed photo retouching and layout design for in-store marketing materials, including flyers and banners.**
* **Supported the creation of UI/UX designs using Figma, ensuring a smooth and engaging user experience for company websites.**

**Education
*PG Diploma in Social Media Marketing*
Conestoga College, Kitchener, ON, Canada
*Expected Graduation: 2025***

**Portfolio
Available upon request.**

**Qualifications**

* **Over 5 years of relevant experience in graphic design and video editing.**
* **Proficient in Adobe Creative Suite, Figma, and Social Media Handling.**
* **Strong understanding of current industry trends, social media, and design standards.**