IFFAM BASHIR

Video Editor & Editing Manager

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PROFESSIONAL SUMMARY

Video Editor and Post-Production Manager with 6+ years of experience in narrative structuring, high-retention video cuts, and color grading. Combines creative storytelling with firsthand expertise in building and scaling digital video brands. Currently leading post-production operations as Editing Manager at Scaling With Socials, managing editor teams and establishing high-efficiency workflows.

PROFESSIONAL EXPERIENCE

SCALING WITH SOCIALS — Sep 2022 – Present

Editing Manager — 2025 – Present
Senior Video Editor — 2023 – 2025
Video Editor — Sep 2022 – 2023

- Lead end-to-end post-production operations across agency client accounts, supervising editors and motion designers to deliver client projects on schedule.
- Designed and implemented standardized post-production workflows, editing templates, and color guidelines, reducing feedback revision rounds.
- Edit high-retention long-form and short-form video assets, optimizing narrative hooks, pacing, audio mixing, and visual color grading.

CEASAR MEDIA · Video Editor — Apr 2021 – Sep 2022

- Executed offline and online video editing for agency client campaigns and commercial content.
- Performed multi-cam editing, audio leveling, and precise pacing adjustments across complex raw footage.

SELF-TAUGHT EDITING & FREELANCE PROJECTS

Independent Video Editor | 2020 – 2021

- Delivered editing and color grading services for independent creators and digital series.

YOUTUBE CHANNEL BUILDING & SALES

Entrepreneur & Content Creator | 2017 – 2020

- Built, grew, and successfully sold YouTube channels, developing firsthand mastery of audience retention mechanics, hook framing, and visual storytelling.

CORE COMPETENCIES & TECHNICAL STACK

Leadership & Workflow: Post-Production Management, Editorial Quality Control, Pacing Control, Audience Retention Strategy.
NLE & Post Tools: Adobe Premiere Pro, DaVinci Resolve Studio, Adobe After Effects, Final Cut Pro.

EDUCATION & SPECIALIZED TRAINING

Bachelor of Commerce (Coursework Not Completed) — Amar Singh College, 2015 – 2017
Higher Secondary Certificate (HSC / 12th Grade) — S.P Higher Secondary School, Srinagar
Self-Taught Mastery & 6+ Years Post-Production Practice (Premiere Pro / DaVinci Resolve)