

# Umer Shamsi

VIDEO EDITOR | DATA DRIVEN VIDEOS | STRATEGIC VIDEO EDITOR

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<https://drive.google.com/drive/folders/1lRln8TFw4n3LrCw9RmfmhSlpVy8zQhC?usp=sharing>

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Creative video editor specializing in ecommerce and performance-driven content. Skilled in DaVinci Resolve, AI-powered editing tools, and data-backed storytelling. From UGC to paid ads, I craft scroll-stopping videos that convert. Fast, reliable, and obsessed with the details that drive engagement.

## SKILLS

Video Editing (Adobe premiere, Davinci)

Color Correction & Grading

Sound Design & Mixing

UGC & short-Form Content

Motion Graphics (After Effects / Fusion)

AI-Assisted Editing

Story Boarding & Scripting

Visual Storytelling

Direct Response Video Editing

E-Commerce Video Optimization

CTR & Conversion-Focused Editing

Ad Creatives for Meta & TikTok

CTR & Conversion-Focused Editing

Ad Creatives for Meta & TikTok

A/B Testing Creative Versions

Data Driven Creative Decisions

Adobe Creative Suite

Notion & Trello (for collaboration)

AI Tools (ChatGPT, Descript, etc.)

Meta Ads Library Analysis

Google Drive + Frame.io + Hootsuite

## WORK EXPERIENCE

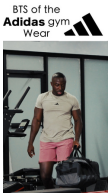
Video Editor  
US Media / May 2017 - Present

### Gaming Montage



Tools used - Adobe Premiere Pro

### Adidas BTS



Tools used - Davinci Resolve

### Ship Visit



Tools used - Adobe Premiere Pro

### Philadelphia cultural fund



Tools used - Davinci Resolve

### Color Grade & Correction



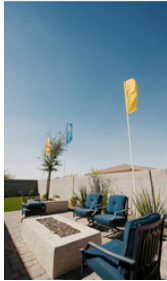
Tools used - Adobe Premiere pro

Video Editor  
Film FX/ May 2024 - Present

- Edited 120+ branded videos including TVCs, reels, and documentaries for clients in fashion, fitness, and lifestyle sectors
- Increased average viewer retention by 32% using optimized storyboards, pacing, and beat-matched transitions
- Used DaVinci Resolve for color grading and post-production workflows, reducing post turnaround by 40%
- Collaborated with creative directors to deliver 15+ campaign videos that boosted social engagement by 3x within 30 days
- Implemented AI tools like Runway and Pictory to accelerate rough cuts, saving 6+ hours/week in initial drafts
- A/B tested versions of short-form edits; best-performing version increased click-through rate by 27% on Meta ads
- Maintained brand voice and visual language across multiple client verticals, adapting to each brief's tone and audience

### Real Estate

#### Real Estate



Tools used - Adobe Premiere pro



Bachelor of Film/Video and  
Photographic Arts  
Hajvery University / 2016