GANESAN BALASUBRAMANIAN

Senior Video Editor | AI Artist | Creative Director

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Portfolio: framebyganesan.github.io/Ganesan_Portfolio/

PROFESSIONAL SUMMARY

Dynamic and results-driven Senior Video Editor and AI Artist with 15+ years of experience spanning e-commerce, broadcast, corporate, and digital media. Proven track record in managing end-to-end video production, directing teams, and integrating emerging AI-driven creative tools. Adept at crafting visually compelling narratives and delivering high-quality content that aligns with brand objectives and audience engagement goals.

CORE COMPETENCIES

Video Editing & Post-Production | AI-Assisted Content Creation | Motion Graphics & VFX | Color Grading & Audio Mastering | Team Leadership & Creative Direction | Brand Strategy & Campaign Execution | E-Commerce Video Content | Project & Workflow Management

TECHNICAL SKILLS

Software: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Final Cut Pro
AI Tools: AI image generation, AI video enhancement, prompt engineering for creative workflows

PROFESSIONAL EXPERIENCE

QUICKADS | **AI Artist & Video Editor** | *Oct 2025 – Present*

- Create AI-generated visual content and video assets for digital advertising campaigns using advanced AI tools and prompt engineering techniques.
- Combine AI-driven image and video generation with traditional post-production workflows to deliver innovative, high-impact creative outputs.
- Collaborate with product and marketing teams to ideate and execute AI-powered content strategies aligned with brand guidelines.
- Optimize and iterate AI-generated content for performance across multiple digital platforms and ad formats.

MYNTRA DESIGNS PVT. LTD. | **Video Editor** | *Aug 2021 – Apr 2024*

- Produced engaging video content for one of India's leading e-commerce platforms, including product showcases, brand campaigns, and fashion editorials.
- Developed and implemented new production guidelines and standards that streamlined workflows and improved team efficiency.
- Collaborated with cross-functional marketing teams to align video content with brand messaging and promotional strategies.
- Kept pace with industry trends and emerging technologies to continuously enhance editing capabilities.

NVEST TECHNOLOGIES | **Senior Video Editor & Creative Director** | *Jul 2019 – Nov 2020*

- Oversaw all video editing projects from concept to final delivery, ensuring full alignment with client objectives and creative vision.
- Managed and mentored a team of editors and production staff, delegating tasks and optimizing workflow efficiency.
- Maintained clear communication with clients and stakeholders throughout all project phases.

- Directed on-location shoots and managed post-production activities including editing, color grading, and audio mastering.

CINIMAGE STUDIOS PVT. | **Senior Video Editor** | *Jun 2018 – Jun 2019*

- Led editing for diverse projects including promotional videos, short films, and corporate presentations.
- Collaborated with directors, producers, and clients to translate creative concepts into compelling visual stories.
- Implemented advanced editing techniques and visual effects to elevate the quality and impact of deliverables.
- Participated in brainstorming sessions to develop innovative ideas for new projects.

ADDITIONAL EXPERIENCE

LIVEDAY — Sr. Video Editor | May 2016 – Mar 2018
INNER EYE WORLD FILMS — Video Editor (Contract) | Jan 2015 – Jun 2015
SRI SHANKARA TV — Video Editor | Dec 2013 – Dec 2014
LIFE MEDIA TEAMWORK — Asst. Video Editor | May 2010 – Nov 2013

EDUCATION

Bachelor of Computer Applications (BCA) — Kanchi Sri Krishna College of Arts & Science, Kancheepuram | 2007
Diploma in Visual Media & Visual Effects — IMAGE Creative Education, Vadapalani, Chennai | 2007–2008

LANGUAGES

English (Fluent) | Tamil (Native) | Hindi (Conversational) | Kannada (Conversational) | Malayalam (Conversational) | Telugu (Conversational)