

# PAUL JOHNSON

## SOCIAL MEDIA MANAGER/ VIDEO EDITOR

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### **PROFILE SUMMARY**

I am a creative and detail-oriented Social Media Manager and Video Editor with experience in creating engaging content, editing videos, and managing social media platforms. I specialize in video editing, motion graphics, content creation, and storytelling to help brands build their online presence, connect with their target audience, and increase engagement. I am passionate about developing creative ideas, staying up to date with social media trends, and producing high-quality content that aligns with brand goals..

### **SKILLS**

- Video Editing & Post-Production
- Storytelling & Visual Narrative
- Color Correction & Color Grading
- Audio Editing & Sound Design
- Motion Graphics & Animation
- Social media management
- Content calendar / content bank Creation
- Mobile videography
- Microsoft excel and word
- Transitions, Effects & Compositing
- Footage Organization & Media Management
- Exporting & Formatting for Multiple Platforms (YouTube, TV, Social Media)
- Time Management & Meeting Deadlines
- Attention to Detail
- Creative Problem Solving
- Team Collaboration & Communication

### **KEY ACHIEVMENTS**

- Edited and produced high-quality video content that increased audience engagement by 30%+ across social media platforms.
- Delivered 50+ video projects on time and within client specifications, maintaining consistent quality and brand standards.
- Improved video turnaround time by 20% through efficient workflow and project organization.
- Created visually compelling content that contributed to growth in subscribers/followers on platforms like YouTube and Instagram.
- Successfully collaborated with directors and content creators to produce videos viewed by 10,000+ audiences.
- Enhanced video quality using advanced color grading and sound design techniques, leading to improved client satisfaction and repeat business.
- Managed and organized large volumes of raw footage, reducing editing time and increasing productivity.
- Designed motion graphics and visual effects that boosted overall production value of projects.

## **WORK EXPERIENCE**

**Media Portal (Africa Street Games)**

**January 2026- Present**

- Filmed live street sports events, capturing dynamic action shots and audience engagement
- Edited short-form and long-form videos for social media and promotional use
- Collaborated with event organizers and creative team to plan shot lists and visual storytelling
- Managed camera equipment, lighting, and on-site audio recording
- Produced engaging highlight reels that increased audience reach and online engagement
- Applied color grading, sound design, and transitions to enhance video quality
- Met tight deadlines for content delivery during and after events

**Womata Company**

**May 2025 - January 2026**

- Edited video content remotely based on footage provided by clients
- Transformed raw clips into polished videos aligned with brand guidelines and messaging
- Collaborated with team members and clients virtually to understand project requirements
- Delivered high-quality videos within deadlines without on-site supervision
- Applied color correction, sound editing, transitions, and motion elements to enhance content
- Optimized videos for digital platforms (social media, ads, or internal use)
- Managed multiple projects simultaneously while maintaining consistency and quality

## **AFRO OPTIMISM**

**a social hangout community**

- Captured and enhanced the vibe of events through engaging storytelling and visuals
- Used music, transitions, and effects to create appealing and shareable content
- Contributed to increasing audience engagement and community visibility

## **EDUCATION**

NOUN Open University

September 2023

## **CERTIFICATION AND TRAINING**

Adobe Premiere Pro Certification – Adobe (or self-paced/online course)

Video Editing Masterclass – Udemy / Coursera

Digital Content Creation Certification – Google Digital Skills for Africa

Fundamentals of Filmmaking – Alison / Skillshare

Creative Video Editing – Skillshare

## **Portfolio Link**

**<https://canva.link/porgmftb9friroo>**