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CERTIFICATIONS

GRAPHIC DESIGN (PHOTOSHOP & ILLUSTRATOR) / MOTION GRAPHICS (AFTER EFFECTS)
Prographics School
2015

TRAINING IN VIDEOGRAPHY / PHOTOGRAPHY / VIDEO EDITING
Intact MediaAcademy
2012

FIRE PREVENTION AND FIREFIGHTING (PSI)
A.C.F.P.D.R.
2015

OHS CERTIFICATION
Principio Consulting
2015

MIHAI CĂLMUȘ

Video Designer

ABOUT ME

Video Designer with over 14 years of experience in video editing and visual production. I have collaborated with various brands, helping bring major projects to life through creative and effective solutions.

Over time, I have expanded my skills to include commercial graphic design and motion graphics, incorporating AI tools to optimize my workflow and boost productivity.

I am passionate about my field and constantly focused on learning and professional development.

PROFESSIONAL EXPERIENCE

SENIOR VIDEO DESIGNER (MARKETING DEPARTMENT)
eMAG
2024 - 2026

- Design and implementation of visual concepts for national TV commercials and digital marketing campaigns (social media, ads), aligned with business objectives.
- Creating and editing video content and motion graphics using Adobe Premiere, After Effects, and Photoshop to support campaign performance and increase conversions.
- Collaborating with marketing, copywriting, and brand teams to develop creative concepts and adapt these in multiple formats and on various platforms.
- Optimizing the production workflow by integrating AI tools, increasing efficiency, execution speed, and scalability of video content.
- Planning and organizing complex video projects, ensuring on-time delivery in accordance with brand standards.
- Testing and applying new editing and motion graphics to improve the quality and visual appeal of the materials.

EDUCATION

HIGH SCHOOL DEGREE IN TELECOMMUNICATIONS AND AUTOMATION

Gh.Airinei High School,

Bucharest 2006 - 2009

HARD SKILLS

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Audition
- Adobe Media Encoder
- Final Cut Pro X
- DaVinci Resolve
- Avid Media Composer 6
- AI integration in video production (AI tools / video enhancement)

SOFT SKILLS

- Creativity and visual thinking
- Attention to detail
- Time management and adherence to deadlines
- Flexibility and adaptability
- Effective communication
- Teamwork
- Analytical thinking and organization

SENIOR VIDEO EDITOR & 3D GRAPHIC DESIGNER

Newsfactory

2019 - 2023

- Production of video news and complex visual content for the forex, stock, and crypto trading markets, adapted for multiple languages.
- Managing a portfolio of premium clients, including RE/MAX, CENTURY21, and financial institutions such as CAPEX, ETORO, and PLUS500, providing customized video solutions for each client.
- Creating and editing high-quality video content using Adobe Premiere, After Effects, and Photoshop, ensuring consistency and professionalism in all delivered materials.
- Collaborating with clients marketing and communications teams to develop concepts and optimize the performance of video campaigns in various international markets.

DIGITAL CONTENT & VIDEO DESIGNER

Winarrow

2016 - 2017

- Implementation of visual marketing strategies, contributing to a 25% increase in sales.
- Development of new design concepts and visual identities for newly launched products, tailored to multi-platform campaigns.
- Creating complex and impactful visual materials that highlight the uniqueness of the products and capture the attention of the target audience.

MOTION GRAPHICS & VIDEO SPECIALIST

Blumenthal Production Studio

2014 - 2015

- Creating and editing video content for B2B clients, ensuring visual consistency and adherence to the brand identity.
- Developing animations and motion graphics for presentations, promotions, tutorials, and digital marketing materials.
- Optimizing video content for various platforms (website, social media, email marketing, presentations) and formats.
- Applying post-production techniques, including color grading, sound design, and visual effects.

INTERESTS & HOBBIES

- Video and motion graphics creation, photography, and videography with an exploration composition, lighting, and visual storytelling
- Graphic Design and Digital Illustration
- Technology and software, exploring and delving into new video production and AI tools, as well as social media platforms with analysis and tracking trends
- Financial research

PROMO PRODUCER & VIDEO EDITOR
ProTV Television
2014

- Quick and creative editing of promotional segments for various shows and programs, adapting the pace and style of each clip to the target audience.
- Danedveloping visual concepts and scripts for teasers commercials, contributing creative ideas and original solutions for each campaign.
- Applying special effects, transitions, and animations to highlight key moments in the promo and capture viewers attention.
- Managing multiple projects simultaneously, prioritizing tasks, and strictly adhering to the deadlines imposed by the broadcast schedule.

VIDEO & SOUND EDITOR
TvDelivery Production Studio
2013

- Preparing and verifying video files for broadcast, ensuring compliance with the TV station s technical standards.
- Applying sound corrections and synchronizing audio and video to ensure a consistent viewing experience.
- Encoding materials in the formats and resolutions required by broadcast platforms and internal servers.

MOTION GRAPHICS & NEWS EDITOR
TvCity Television
2013

- Creating and integrating real-time graphics for live broadcasts, including lower thirds, titles, and dynamic infographics.
- Quickly editing video footage for news broadcasts, adapting the content to the pace and format of the broadcast.
- Constant monitoring of video feeds and graphics to quickly identify and correct any technical issues.

VIDEO & NEWS EDITOR
Antena 1 Television
2012

- Rapid editing and adjustment of video footage for the noon news broadcasts, strictly adhering to the broadcast schedule.
- Audio synchronization (voice-over, sound effects, music) with the footage, for a smooth and seamless viewing experience.
- Organizing and managing video and audio files, ensuring quick access for future edits.