

JIBRAAN QURESHI

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SKILLS

Film: Script/Screenwriting, Cinematography, Story Development, Storyboarding, Shot Listing, Shooting with Sony and Canon cameras, Shooting with drones, Sound Design/Foley, Lighting, Color Theory, Color Correcting/Grading, AV Technical Specs, Codecs and Aspect Ratios

Technological: Adobe Creative Cloud (Premiere Pro, After Effects, Audition, Photoshop, Lightroom, Media Encoder, Express, Portfolio), Apple Final Cut Pro, Motion, Compressor, Avid Media Composer, Canva, Jira, Asana, Dropbox, Microsoft Suite, Google Suite, Trello, Slack, Frame.io, Notion, Airtable

Project Management: Project Roadmapping, Project Strategy and Budgeting, Key Performance Indicator Prioritization, End-to-End Project Lifecycle Management, User Story Scenarios, User Acceptance Scripts, User Engagement Test Cases, Cross-Functional Engagement, A/B Testing, SCRUM/Agile, Lean Management Principles

EXPERIENCE

Lead Video Editor, Internal Marketing

April 2023 - Present

Meta Platforms, Inc. - Oculus VR | Burlingame, CA

- **Producing daily TikTok/Instagram Reel style videos** while enforcing brand guidelines and quality standards to maintain a consistent and compelling visual identity across all video content
- **Leading video asset creation, developing motion graphics, and supporting the production** of short-form and long-form social media advertising videos based on department specifications
- Overseeing project assignments, scheduling, and resource allocation, **ensuring seamless integration of video content into marketing campaigns, product launches, and other initiatives**
- Working closely with XFN leads and managers, **addressing stakeholder feedback and collaborating cross-functionally with diverse teams**, such as Events and Product, throughout organization

Independent Filmmaker/Producer

Jan. 2020 - Present

Self-employed | San Jose, CA

- **Independently producing high quality short and long form content** (such as social media ads and short films) for all platforms proficiently with a variety of professional cameras, technologies, and lighting equipment, having **thorough understanding of all phases of pre-production, production, and post-production**
- Exercising **expertise in non-linear audio and video editing, color grading, and post-production software** (Adobe Creative Suite), and **multi-camera workflows** (currently using a Sony FX3)
- Owning development and **execution of distribution strategies on projects and alignment of production timelines and budgets**, as well as maintaining internal databases for tracking client projects from start-to-finish
- **Maintaining production schedule documents and calendars, monitoring content viewership, curating viewing metrics, and performing competitive analysis** to develop new series, formats and content types

Video Editor (Freelance)

May 2023 - Aug. 2023

Adobe Inc. | Remote, CA

- **Owning the post-production workflow on multiple projects from start to finish** - ingest, media manage, edit, motion graphics, color grade, and delivery
- Performing a wide range of post-production work, including **assembling raw material, editing sound and sequences, and delivering final product** within time and budget constraints
- **Driving end-to-end video production**, from concept development to post-production and distribution

Video Editor, Part-Time

April 2023 - Aug. 2023

Bamrec | Remote, CA

Associate Project Manager

Jan. 2022 - Mar. 2023

Infosys Limited | San Jose, CA

- Project #1: Plug-and-Play Asset Reliability Hardware
 - Oversaw **Industrial IoT system** product process flow, layout, and parameters **to ramp up User Engagement by 30-35%** and analyzed product ergonomics by **conducting WiFi, Bluetooth, and Location testing**

- Collaborated with cross-functional teams (Design, Engineering, Marketing, etc.) to define product requirements, coordinate resources, and develop roadmaps, pushing products through key milestones
- Managed a QA team by **writing user test cases, planning ad-hoc sessions, and triaging bugs and issues** to the responsible departments, **increasing bug resolution rate by 35%**
- Project #2: AI/ML Credit Risk Modeling Software
 - Guided Banking/Credit Risk Analysis software models through an entire SDLC, **applying AI/ML techniques (such as Regression and Classification)** to expand efficiency of prototype algorithms by 15-20%
 - Worked closely with Product Managers and QA Leads on **writing user stories, feature prioritizing, and sprint planning to drive product vision** and improve engineer productivity

Creative Video Ads Editor (Freelance)

Nov. 2022 - Dec. 2022

immi | Remote, NY

- **Managed social media (TikTok, Facebook, Instagram) and UGC content with the Creatives Team** to reflect the company's vision and brand, while maintaining high creative standards by assisting with videography, graphic design, and video editing as needed
- Created engaging and dynamic short-form video content and defining/implementing social media strategies to **increase visibility, engagement, acquisition, and traffic**

EDUCATION

San Jose State University | Bachelor of Science in Industrial and Systems Engineering

May 2021