

Arunpandian C

Digital Marketer & Video Editor

Puducherry, India | +91 8072396488 | arunpandiancse25@gmail.com

PROFILE

Digital marketer and video editor helping brands tell their stories through engaging short-form content, strategic campaigns and creative visuals. Open to digital marketing opportunities and freelance collaborations.

PROFESSIONAL EXPERIENCE

Freelance Video Editor (Part-Time) - Diva

December 2023 - 2024

- Edited 100+ short-form videos for Reels, YouTube and clients.
- Handled end-to-end editing from raw footage to final output.
- Worked on ads, brand content and social media edits.
- Helped increase client engagement.

Digital Marketing Intern (Part-Time) - VEI Technologies

February 2024 - 2025

- Created social media content, including posts, reels and ads.
- Assisted in campaign planning.
- Gained hands-on experience in content strategy and audience growth.

CLIENT WORK THROUGH SEYFERT INFOTECH

Begins Infotech, YCKS, Bloombay, Wavi Vital, Koval Auto Parts, Zenex Tech Solutions, Medidize Pharma Machineries, AutoKare, Greens & Trees, and Paws & Furballs.

EDUCATION

B.Tech in CSE - Manakula Vinayagar Institute of Technology

Puducherry | 2021 - 2025 | CGPA: 7.6

HSC - Amalorpavam Higher Secondary School

Puducherry | 2020 - 2021 | 87%

SSLC - Amalorpavam Higher Secondary School

Puducherry | 2018 - 2019 | 82%

TOOLS & SKILLS

CapCut (advanced), AI videos and ads (intermediate), Google Flow, DaVinci, Photoshop, Canva, Reels, YouTube SEO, ads, VFX, and basic web development.

Learning next: Premiere Pro, After Effects, Meta Ads and Google Ads.

CERTIFICATIONS & ACHIEVEMENTS

Python (Certiport); ICT Learnathon 2023; SAb-thon 2024; Fullstack Capgemini; MongoDB Certification; HCL GUVI Finalist; published IEEE paper; VEI Technologies Certificate; Typewriting - Distinction; NSS Activities - Cycle Rally.