



Somdatt Sharma
Authorise to work (Germany)

Visual Content Creator
Social Media & Brand Storytelling
(3+ Years experience)

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PROFESSIONAL SUMMARY

- Media & Content Professional with 3+ years of experience in video editing, visual storytelling, and innovative content creation for social media platforms and digital brands
- Strong command of multi-camera shoots, lighting, sound design, color grading, and post-production workflows
- Proven ability to deliver high-quality, brand-aligned visual content for social media and digital marketing platforms
- Experienced in creating cinematic videos, promotional campaigns, and product-focused content
- Proficient in Adobe Premiere Pro, Photoshop, Lightroom, Final Cut Pro, and AI-powered creative tools
- Track record of improving audience engagement and brand visibility through strategic visual storytelling
- Effective collaborative team player with the ability to manage projects independently and meet tight deadlines
- Developing strong interest in data-driven content optimization, PPC fundamentals, and performance-focused marketing strategies
- Experienced in working with startups and growing brands, using social media, AI tools, and best practices to create engaging digital content

SKILLS

Video Production & Editing	Video Editing , Multi-Camera Shoots, Color Grading, Post-Production Workflow, Sound Design
Photography & Cinematography	Professional Photography , Cinematic Videography , Camera Operation (Canon, Sony, Nikon), Lighting Setup, Composition
Content Creation	Visual Storytelling, Storyboarding , Reels & YouTube Video Creation, Content Planning, Branding
Design & Graphics	Graphic Design , Motion Graphics , Visual Design, Creative Concept Development
Software & Tools	Adobe Premiere Pro , Adobe Photoshop , Adobe Lightroom, Final Cut Pro, CapCut AI, Canva AI
Social Media & Marketing	Social Media Content Strategy , Audience Engagement, Brand Development, Basic SEO, Social Media Analytics
Project Management	Project Coordination, Timeline Management, Client Communication, Collaborative Team Execution

EXPERIENCE

January 2023 –
September 2025

Media Professional

One Click Studio | Sardarshahar, Rajasthan, India

- Directed and executed multi-camera shoots using Canon, Sony, and Nikon camera systems for commercial and promotional projects
- Adobe Premiere Pro, Photoshop, Lightroom, Final Cut Pro, CapCut, Canva, AI Creative Tools
- Managed end-to-end video production work ow including lighting setup, sound design, and post-production editing

- Collaborated with clients and creative teams to develop innovative content ideas using industry best practices and performance feedback
- Increased client engagement by 40% through strategic social media storytelling and visual branding initiatives
- Proven expertise in executing multi-camera shoots, video editing, color grading, and delivering scalable social media playbooks.
- Supported social media campaigns with performance-focused video creatives optimized for reach, engagement, and conversion
- Collaborated with marketing teams to test multiple creative variations and improve campaign performance
- Analyzed engagement and performance metrics (CTR, watch time, retention) to support data-driven optimization of social media content
- Assisted in implementing content strategies based on performance feedback, audience insights, and optimization best practices
- Created ad-ready assets for Meta & Instagram aligned with brand and funnel stages
- Social Media Platforms **Instagram, YouTube, TikTok**, Social Media Strategy, Audience Engagement, Performance Feedback Analysis, Brand Development

Performance Marketing & Analytics

- PPC (Pay-Per-Click) Basics
- • Campaign Optimization
- • Keyword Research (Foundational)
- • Data-Driven Decision Making
- • Performance Monitoring & Reporting

May 2021 – January
2023

Creative Director & Visual Content Lead (Part-Time)

K Dream Wedding Planner | New Delhi, India

- Directed and produced cinematic wedding and promotional video content for digital campaigns
- Led cross-functional creative team to execute photography and videography projects
- Delivered over 150 photography and video projects with consistently high client satisfaction
- Managed scalable social media content playbook to enhance brand visibility and audience reach
- Content Creation, Visual Storytelling, Instagram & Social Media Content, Storyboarding, Reels & YouTube Video Production, Creative Content Strategy

Photographer & Videographer

Moonlight Studio | Momasar, Rajasthan, India

- Executed photography and videography projects for commercial and personal clients
- Handled camera operation, lighting setup, and composition for various assignments
- Conceptualized and produced cinematic wedding films and product-focused content for e-commerce marketing campaigns.

EDUCATION

2021 – 2023

2018 – 2021

Master of Commerce (M.COM) Maharaja Ganga Singh University | Bikaner, Rajasthan, India

Bachelor of Commerce (B.COM) Maharaja Ganga Singh University | Bikaner, Rajasthan, India

LANGUAGES

- English Fluent
- German A2 level – pursuing B1 level

**PERSONAL
SKILLS**

- Canva AI Photography & Cinematography Camera Operation (Canon, Sony, Nikon), Multi-camera Shoots, Lighting Setup and Composition, Color Grading, Visual Composition
- Testing status,roi,results oriented,quantitative performance innovative,growth,fast paced,experiment,excel,data science,consulting,analytical acquisition
- Content Creation Social Media Content Strategy, Reels and YouTube Video Creation, Storyboarding, Visual Storytelling, Content Planning,
- Branding Project Management Trello, Notion, Project Coordination, Timeline Management, Client Communication, Team Collaboration Analytics & Marketing
- Social Media Analytics, Basic SEO, Brand Development, Audience Engagement Strategy
- Project Coordination, Timeline Management, Team Collaboration, Cross-functional Communication, Creative Feedback Implementation
- Innovative and creative thinker
- Strong visual vision and aesthetic sense
- Excellent communication and collaboration skills
- Comfortable working in startup and fast-paced environments
- Open to feedback and continuous improvement
- Follows content and social media best practices
- Curious about AI tools and emerging digital trends