



Alizeh Faisal

Creative Producer · Senior Video Editor

Producing story-driven content — and the calm, reliable systems behind it

9+ Years Experience • Available for projects • Lahore, Pakistan

upworkalizeh@gmail.com • +92 327 0824293

vortexxcel.com/alizeh-portfolio • linkedin.com/in/alizeh-faisal-4331b6282

PROFESSIONAL SUMMARY

I am a creative producer and senior video editor with more than nine years of experience across documentary, commercial and YouTube production. I sit at the intersection of craft and coordination: I can take a project from a one-line idea to a finished film — writing the plan, guiding the edit, directing color and sound, and keeping every stakeholder informed along the way. My editing background is story-first. I built my foundations on documentary structure: finding the narrative in hours of footage, shaping interviews into arcs and letting pacing breathe where it should. That discipline now powers everything I produce, from brand commercials to educational series. As a producer, I believe great creative work is a systems problem as much as a talent problem. I have led multiple creative teams, introduced review workflows that cut revision cycles by roughly forty percent, and delivered hundreds of campaigns for international brands, online educators, startups and SaaS businesses — on time, at a quality bar I refuse to lower. I manage complex, multi-stakeholder projects with calm and clarity: realistic timelines, honest status updates and decisions documented so nothing gets lost between time zones. I mentor editors on color, sound and structure, and I am the person teams come to when a project is tangled and needs untangling. I care about measurable outcomes — audience growth, watch time, engagement — but I never forget that behind every metric is a human being choosing to keep watching. Making that choice easy is the job, and I love it. I continue to study content strategy and AI-assisted production to keep our pipelines modern.

TECHNICAL SKILLS

Premiere Pro	92%	After Effects	85%
Final Cut Pro	82%	DaVinci Resolve	88%
Color Grading	90%	Sound Design	88%
Documentary Editing	93%	Commercial Production	87%
Creative Direction	90%	Project Management	92%
Content Strategy	86%	AI Creative Tools	78%

WORK EXPERIENCE

Creative Producer / Senior Video Editor

2023 – Present

Vortex Xcel (SMC Pvt) Ltd — Lahore

Overseeing production quality, color and sound across all client work.

- Own production quality across the studio: color, sound and finishing standards on every delivery.
- Direct editors and manage delivery pipelines for international accounts.
- Lead documentary-style and commercial edits for flagship client projects.
- Introduced structured review workflow that cut revision cycles by ~40%.
- Translate client strategy into content calendars, briefs and measurable creative goals.
- Run client relationships end-to-end: kickoff, weekly reporting, delivery and retrospectives.
- Mentor the editing team on color science, mixing and story structure.
- Coordinate distributed collaborators across time zones without dropped handoffs.
- Maintain company-wide post-production standards documentation.

Senior Video Editor / Producer

2019 – 2023

Golden Hour Films (production studio)

Senior editor and producer for documentary and commercial projects.

- Led documentary-style edits: interview structuring, archival integration and narrative pacing.
- Produced commercial campaigns for online educators and startups from script to delivery.
- Built scripting-to-delivery pipelines that made multi-video campaigns predictable.
- Managed freelancers and junior editors across concurrent productions.
- Owned color grading and final mix on premium deliverables.
- Ran client review sessions and converted ambiguity into clear creative decisions.
- Improved audience engagement metrics through story-first restructuring of underperforming content.
- Delivered hundreds of finished assets across web, social and broadcast-adjacent formats.

Video Editor

2016 – 2019

Northlight Post (post-production house)

Editor on corporate, event and branded productions.

- Edited corporate films, event coverage and branded content under tight schedules.
- Specialized early in color correction and audio cleanup, becoming the team's finishing editor.
- Handled multi-cam syncs, media management and archival workflows.
- Assisted producers on shoot planning and post schedules.
- Developed the calm, methodical problem-solving style that defines my work today.
- Created internal export/QC checklists adopted across the studio.
- Recognized repeatedly for reliability and technical rigor.
- Built long-term client trust that followed into senior roles.

SELECTED PROJECTS

Brand documentary

Long-form brand story combining founder interviews, archival material and original scoring direction.

Tools: Premiere Pro, Resolve, Audition **Result:** Flagship asset for the client's positioning; used in sales and PR.

Educational series (40+ episodes)

Produced and edited a structured curriculum series for an online educator, with consistent visual language.

Tools: Premiere Pro, After Effects **Result:** Completed on schedule across months; strong completion rates.

Startup launch campaign

Produced a multi-asset launch: hero film, cutdowns, social verticals and product close-ups.

Tools: Premiere Pro, Resolve **Result:** Coordinated delivery across teams; campaign shipped on time.

YouTube channel turnaround

Restructured an underperforming channel's format and review process as producer-editor.

Tools: Premiere Pro, Analytics **Result:** Measurable engagement lift through story-first restructuring.

Commercial finishing reel

Senior finishing (color + mix) across a season of commercial deliverables.

Tools: Resolve, Audition **Result:** Raised and standardized the studio's finishing quality bar.

ACHIEVEMENTS

★ Led multiple creative teams

Across studios, agencies and distributed setups

★ Hundreds of campaigns delivered

For international brands and educators

★ ~40% faster revision cycles
Via structured review workflows

★ High-performing YouTube content
Produced at scale with strategy

★ Story-first engagement gains
Measurable lifts through restructuring

★ Post-production standards author
Adopted company-wide

SOFT SKILLS

Team Leadership	Creative Direction	Communication	Critical Thinking	Mentoring	Client Management
Time Management	Adaptability	Presentation	Problem Solving		

TOOLS

Premiere Pro	DaVinci Resolve	After Effects	Final Cut Pro	Audition	Notion	Frame.io	AI Production Tools
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CERTIFICATIONS & TRAINING

Adobe Certified — Premiere Pro • Advanced Color Grading — DaVinci Resolve (course) • Google Project Management (course) • Creative Leadership training (course) • AI for Creative Professionals (course)

LANGUAGES

English — Professional working proficiency • Urdu — Native

References available upon request. · Profile presented as part of the Vortex Xcel team portfolio.