

MAHIMA KOTIAN

VIDEO EDITOR | CONTENT STRATEGIST

CONTACT

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SKILLS

Adobe After Effects

Adobe Lightroom

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Final Cut Pro

On-Camera Talent

Social Media Analysis

Social Media Production
and Branding

DSLR Camera Operator

AWARDS

QUALITY EXCELLENCE AWARD

BASKIN ROBBINS INDIA
SALES CONVENTION 2025

BEST PRODUCER AWARD

ACADEMY OF ART UNIVERSITY
SPRING SHOW 2021

BEST GRADUATE FOCUS AWARD

ACADEMY OF ART UNIVERSITY
SPRING SHOW 2020

EDUCATION

**ACADEMY OF ART
UNIVERSITY, SAN FRANCISCO**

M.A. Communications and
Media Technologies (2021)

**ST. XAVIER'S COLLEGE,
MUMBAI**

B.A. Economics and
Commerce
(2019)

EXPERIENCE

ASSISTANT MANAGER - VIDEO CONTENT & SPECIAL PROJECTS

Baskin Robbins, Hershey's Ice Cream, Kwaliti Ice Cream | Feb
2024 - Present

- Video Editor for social media, digital and trade marketing videos
- Ideation and execution of paid and non-paid social media posts across all SoMe channels (Instagram, Facebook, and LinkedIn)
- Coordinator for video and photo shoots, managing agency partnerships and driving creative ideation for campaign launches

SOCIAL MEDIA MANAGER

Jimis Burger | October 2023 - December 2023

- Video Editor for social media marketing videos
- Ideation and execution of non-paid social media posts across all SoMe channels (Instagram, Facebook, and LinkedIn)
- Manager for social media content and analytics
- Research global and national trends to align with the company's social media plan and marketing
- Manager for influencer collaboration and partnerships

DIGITAL MEDIA MANAGER

Sunset Cinema Club | August 2022 - October 2023

- Ideation and execution of non-paid social media posts across all SoMe channels (Instagram, Facebook, YouTube and LinkedIn)
- Video Editor for social media marketing videos
- Manager for social media content and analytics
- Research and development of SEO strategies
- Manager for influencer collaboration and partnerships
- Research global and national trends to align with the company's social media plan and marketing

MARKETING AND SOCIAL MEDIA COORDINATOR

Blattel Communications | October 2021 - July 2022

- Designer for client's social media posts (Facebook, Instagram, and LinkedIn)
- Video Editor for company marketing videos
- Manager for social media content and analytics for law firms

SOCIAL MEDIA COORDINATOR AND VIDEO EDITOR

ARTivistUS | July 2021 - August 2022

- Designer and Video Editor for social media videos (music videos, Instagram reels, etc.)
- Manager for social media content and analytics

VIDEOGRAPHER AND VIDEO EDITOR

CLARION ALLEY MURAL PROJECT | October 2020 - June 2021