

DANESWARAN ASOGAN

Video Editor | Multimedia Graduate

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PROFESSIONAL SUMMARY

Detail-oriented Video Editor fluent in Bahasa Malaysia with a strong foundation in post-production and structured storytelling. Experienced in editing broadcast-ready content within an accounting software environment, producing educational videos related to digital financial tools and business workflows. Skilled in assembling raw footage, dialogue, sound effects, and graphics using CapCut, Adobe Premiere Pro, and DaVinci Resolve. Strong understanding of TikTok and Instagram trends with commitment to maintaining professional and industry-compliant standards.

CORE EXPERTISE

- Short-Form Video Editing (TikTok & Reels)
- Video Editing & Post-Production
- CapCut, Adobe Premiere Pro & DaVinci Resolve
- Raw Footage Assembly & Logical Sequencing
- Motion Graphics & Subtitle Creation
- Color Grading & Visual Enhancement
- Educational & Informational Content Editing
- Live Streaming & Broadcast Management
- Caption Writing & Call-to-Action (CTA)
- Sound Design & Music Integration

TECHNICAL & SOFTWARE SKILLS

Design & Video Tools:	DaVinci Resolve, CapCut, Adobe Premiere Pro & After Effects (Basic), Adobe Photoshop, Adobe Illustrator, Blender
Social Media & Streaming Tools:	Meta Business Suite, OBS Studio, Facebook live producer
AI & Creative Tools:	ChatGPT, Google Gemini, Kling Ai, Google Flow, HeyGen
Web & General Tools:	WordPress, Visual Studio Code, Microsoft Office, WPS Office, AutoCount (Basic)

WORK EXPERIENCE

Social Media Executive & Event Coordinator Nov 2025 - Feb 2026
SL Software Solutions Sdn Bhd

- Edited and produced short-form and long-form educational videos promoting accounting software features, digital financial tools, and business workflow systems.
- Optimized hook placement, pacing, subtitles, and audience retention strategy to improve video performance and viewer engagement.
- Managed and coordinated physical and online classes, workshops, and promotional events, ensuring smooth operational execution.
- Planned class schedules, arranged event timelines, and structured session flow for effective delivery.
- Promoted classes and company events through targeted social media content strategies across Facebook and Instagram.
- Handled technical setup and stream management for Facebook Live and Zoom sessions, improving streaming stability and overall audience experience.
- Monitored engagement metrics and live session performance to refine future content and promotional strategies.
- Recorded event footage, customer testimonials, and promotional materials to support marketing campaigns.
- Maintained professional content and communication standards within a structured and regulated business environment.

Web Design Intern

Jul 2023 - Nov 2025

SL Software Solutions Sdn Bhd

- **Website Design & Enhancement:** Designed and improved company websites to enhance layout, visual consistency, and usability, supporting clearer content presentation and stronger brand credibility.
- **Video Production & Editing:** Shot, edited, and published marketing videos for Facebook and company platforms, increasing content variety and supporting promotional and educational initiatives.
- **Live Session & Streaming Support:** Managed Facebook Live sessions and online classes, ensuring smooth session flow, stable streaming, and minimal technical disruptions.
- **Promotional Content Creation:** Created testimonial, event, and AI-assisted videos, enabling faster content turnaround while maintaining engagement and visual quality standards.
- **Performance Recognition:** Demonstrated strong adaptability and execution capability, leading to a full-time employment offer upon internship completion due to consistent performance impact.

Part-Time Security Officer

Jul 2023 - May 2025

Residensi Prima Meru, Ipoh, Perak

- **Monitored apartment premises** and conducted **scheduled patrol rounds** every two hours to ensure safety and compliance with building regulations.
 - Responded to **resident concerns** professionally and **resolved on-site issues** in a calm and responsible manner.
 - Maintained consistent attendance during **scheduled night shifts** while completing **Diploma studies**.
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EDUCATION

Diploma in Multimedia

2025

Kolej Poly-Tech MARA KPTM, Ipoh

- **CGPA: 3.88**
 - **Core Subjects:** Video Editing & Post-Production, Multimedia Design & Visual Communication, Web Design & Development, Digital Media & Interactive Content, Motion Graphics Fundamentals
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ACADEMIC ACHIEVEMENTS

- **Anugerah Senat (Senate Award):** Recognised for outstanding academic performance in **Semester 5 and Semester 6**, demonstrating consistent excellence across advanced multimedia coursework.
 - **Anugerah Dekan (Dean's List):** Awarded in **Semester 2 and Semester 4** for achieving top academic results while managing multiple design, video, and technical assignments.
 - **A+ Final Year Project Achievement:** Delivered a **fully functional client-based ordering website**, combining design, development, and usability principles with real-world application impact.
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LANGUAGE

- Bahasa Malaysia (Fluent)
 - English (Fluent)
 - Tamil (Native)
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