

MAYANK SHARMA

Content Producer

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PROFILE SUMMARY

Content producer offering end-to-end YouTube video packages — scriptwriting, video editing, and thumbnail design — for consultancy, business, coaching, finance, podcast, and creator channels. 2 years of professional video editing experience, plus 4 years running personal YouTube channels, giving a practical understanding of what keeps viewers watching and what drives clicks. Currently delivers a complete monthly content pipeline for an industrial consultancy client, producing data-driven, retention-focused scripts and fully edited long-form and short-form videos — with recent long-form uploads reaching 30-40K views and individual Shorts reaching up to 100K views.

CORE SKILLS

- Content Marketing — topic research, title optimization, content strategy for niche and business channels
- YouTube Scriptwriting — research-driven, retention-structured scripts and storytelling (hook, body, CTA) for long-form videos and Shorts/Reels
- Video Editing — DaVinci Resolve, CapCut, Canva, Clipchamp; B-roll sourcing, colour grading, pacing, on-screen and motion graphics, music/SFX selection
- Thumbnail & Creative Design — clickable, curiosity-driven thumbnails and social ad creatives
- Social Media Management (SMM) — Instagram and YouTube channel management, content scheduling
- Meta Ads & AI Tools — running Meta Ads campaigns for lead generation; expanding skills in AI-assisted content workflows

EXPERIENCE

Freelance Content Producer — Entrepreneur India (NIIR Project Consultancy Services) <https://www.youtube.com/@niirproject>
2024 – Present

- Deliver a complete monthly video package from topic to publish: script (long-form + 4 Shorts), 2 thumbnails, and full editing for all formats
- Write data-backed, curiosity-driven scripts covering Indian manufacturing and industrial business opportunities, using real market research to support each video's claims
- Repurpose each long-form script into 4 standalone short-form videos with independent hooks, structured for maximum retention and lead generation
- Achieved 30-40K views on long-form uploads and up to 100K views on individual Shorts, with thumbnail strategy currently being refined for further growth
- Manage end-to-end production timeline, consistently delivering 7-8 complete video packages per month

Freelance Video Editor — Bat & Brew (Brewpod) <https://www.youtube.com/@batandbrew>
Feb 2026 – Jul 2026

- Edited long-form podcast episodes into crisp short-form clips and viral shorts for Instagram and youtube
- Handled full turnaround from edit to upload — quality control, optimal posting timing, and page management

Freelance Video Editor & Content Marketer — Independent
2022 – Present

- Supported 10-15 YouTube creators/Business on a short-term basis, editing 1-2 videos per channel and managing social media for 1-2 Instagram pages
- Produced ad creatives and managed Meta Ads campaigns for local and e-commerce businesses, driving lead generation through optimized ad videos
- Built and managed 10+ personal YouTube channels since 2020, gaining hands-on experience in audience retention, hook writing, and content strategy

CERTIFICATIONS

- Social Media and Digital Marketing Fundamentals — Digital Marketing Institute, via Coursera (Jan 2026)
- Introduction to Generative AI Studio (Jan 2026)
- Canva Professional Design Certification

TOOLS & SOFTWARE

DaVinci Resolve · CapCut · Canva · Clipchamp · Notion · Meta Ads · Claude / ChatGPT / AI writing & design tools

EDUCATION

Bachelor of Business Administration (BBA), Digital Marketing — Manipal University Jaipur (*In Progress*)

Higher Secondary (Class XII) 75% — Avinashi Sahai Arya Inter College

Secondary Education (Class X) 87% — Avinashi Sahai Arya Inter College