

Ghassan Al Balushi

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PROFESSIONAL SUMMARY

Post production professional and videographer with 5 years of experience across editing, cinematography, and color grading in the creator economy. Skilled in high volume project management, platform specific short form content (TikTok, Reels, Shorts), and full cycle production from filming through final finishing. Backed by a B.S. in Marketing, with hands on experience translating brand and campaign objectives into finished creative for clients including Saudi Aramco and Oman BroadBand.

PROFESSIONAL EXPERIENCE

Videographer & Social Media Editor Intern, *TriMotus, LLC, Phoenix, AZ* Jan 2026 - Present

- Filmed and edited video content directly with company leadership for marketing campaigns and internal training materials.
- Produced and edited "90 Days of Patient Wellness Transformation," a YouTube docuseries following patient wellness journeys, balancing storytelling with strict confidentiality standards.
- Repurposed long form footage into short form social content, using performance data to refine pacing and drive a sustained increase in average views.
- Implemented AI assisted workflows (Descript, CapCut) to speed up content delivery without sacrificing visual quality.

Lead Student Videographer & Editor (Part-time), *Arizona State University, Tempe, AZ* Jun 2022 - May 2026

- Led a five person student production team, managing project files, asset libraries, and deliverables while implementing creative feedback from leadership.
- Mentored and directed daily post production workflows, conducting technical quality control and ensuring exports met brand standards.
- Directed multi camera shoots in studio and field environments for institutional marketing campaigns and event coverage.
- Contributed to Arizona State University's "1st in the US for Innovation" campaign, producing video and visual content highlighting the university's innovation initiatives.
- Built optimized project templates in Premiere Pro and DaVinci Resolve, streamlining handoffs and accelerating turnaround across the team.

Marketing Intern, *Arizona State University, Los Angeles, CA* May 2025 - Aug 2025

- Interviewed and filmed ASU alumni across Los Angeles for the university's "#2 in the US for Employability" campaign, producing photo and video content spotlighting graduate career outcomes.
- Managed editing and motion graphics for marketing campaigns spanning multiple ASU campuses, ensuring on time delivery.
- Partnered with marketing teams to translate complex messaging into clear, engaging video content for internal and external audiences.

Freelance Videographer, Editor and Colorist, Self Employed Oct 2021 - May 2025

- Completed advanced color grading and final editing for 38+ global digital marketing campaigns, including on site event coverage for a Saudi Aramco Founders Day celebration, maintaining visual cohesion across deliverables.
- Directed a national ad campaign for Oman BroadBand at age 19, serving as director, cinematographer, and colorist across production and finishing.
- Operated professional production gear including Sony mirrorless systems, a Blackmagic DaVinci Resolve Mini Panel, gimbals, Godox lighting, and field audio equipment.

Director & Videographer, *Twelve Production, Muscat, Oman* Mar 2021 - Dec 2021

- Managed end to end video production across multiple concurrent client projects, consistently meeting deadlines.
- Directed field production including lighting design, shot composition, and post production styling for narrative and promotional content.
- Partnered with clients to translate business objectives into visual narratives, coordinating with cinematographers on aesthetic direction.

LEADERSHIP

Marketing Director, *Omani Students Association, Arizona State University, Tempe, AZ* Sep 2022 - May 2024

- Led digital marketing campaigns and reshaped content strategy, growing event attendance and social media following.

EDUCATION

Bachelor of Science in Marketing | Minor in Film & Media Production May 2026

W. P. Carey School of Business, Arizona State University, Tempe, AZ

Summa Cum Laude, GPA 3.88 | Dean's List, 8 Semesters

CERTIFICATIONS

Google Data Analytics Professional Certificate, Coursera, Feb 2026

Inbound Marketing Certified, HubSpot Academy, Jan 2026

SKILLS

Software: DaVinci Resolve (Color Grading Specialist), Adobe Premiere Pro, After Effects, Photoshop, Illustrator, CapCut, Descript, AI assisted editing tools

Production Gear: Sony Mirrorless Systems, Blackmagic DaVinci Resolve Mini Panel, Godox Lighting, Gimbals, Field Audio Equipment, DJI Drones

Strategy: Platform Algorithms, Pacing, Retention Analytics, Hook Design, UGC, Short Form Cutdowns, Editorial Judgment, Visual Storytelling

Languages: Bilingual (English & Arabic)