

# FADY GHALI

VIDEO EDITOR // GRAPHIC DESIGNER // MOTION ARTIST

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## EXPERIENCE

### CAREER TRACK

#### EVOLVE PR

Trailer Specialist & Video Lead

APRIL 2022 - PRESENT

- Interpret client briefs and create compelling trailers aligned with client objectives, strategic goals, and brand identity
- Design and animate dynamic 2D/3D motion graphics—including title cards, transitions, logo animations, and end slates
- Enhance every project through audio mixing, sound design, and color grading
- Develop and pitch creative concepts, scripts, and storyboards, ensuring clarity and effectiveness of storytelling techniques
- Manage project timelines and budgets, ensuring efficient delivery of high-quality videos in a fast-paced, deadline-driven environment
- Develop and optimize content for multiple platforms (YouTube, TikTok, Instagram, X)

#### FLEET COMPLETE

Video Editor & Graphic Designer

NOVEMBER 2019 - JANUARY 2022

- Produced engaging video content, including customer testimonials, product explainers, corporate announcements, and promotional videos tailored for web, social media, and internal communications
- Designed visually compelling motion graphics and animations to support product launches, marketing campaigns, and sales presentations
- Maintained a structured library of video assets and templates, improving efficiency in content production and ensuring consistent brand standards
- Provided creative direction and collaborated with teams to produce videos that effectively communicated strategic business objectives

#### FADY GHALI DESIGN

Video Editor & Graphic Designer

JANUARY 2013 - PRESENT

- Develop, edit, and deliver engaging promotional videos, social media content, and testimonial videos tailored to client objectives and brand identity
- Create dynamic digital and print assets, consistently maintaining visual identity across multiple platforms
- Develop and optimize content for multiple platforms (YouTube, TikTok, Instagram, X)

#### WISHFUL GENIES

Lead Editor, Producer & Writer

FEBRUARY 2018 - AUGUST 2021

- Wrote, shot, and edited original comedy sketches exploring cultural humor and everyday relatable moments
- Handled full post-production workflow including color grading, sound design, motion graphics, and pacing for comedic timing
- Developed and maintained a consistent visual style and brand identity across all content
- Optimized content for YouTube, Instagram Reels, and TikTok with platform-specific edits and formatting
- Grew channel to recognition on CBC, BlogTO, Yahoo! News, and National Post

## EDUCATION

#### BACHELOR OF COMMERCE

Toronto Metropolitan University (Ryerson)  
Marketing Major / Communications Minor / Finance Minor  
September 2010 - June 2015

#### GRAPHIC DESIGN CERTIFICATE

Seneca College  
September 2015 - December 2016

#### EXCHANGE SEMESTER

Dublin Institute of Technology  
January 2014 - May 2014

## CORE SKILLS

VIDEO EDITING

COLOUR GRADING

MOTION GRAPHICS

SOUND DESIGN

SOCIAL CONTENT

GRAPHIC DESIGN

BRAND IDENTITY

STORY TELLING

## CREATIVE TOOLKIT

Pr Premiere

Ae After Effects

Ai Illustrator

Ps Photoshop

Lr Lightroom

Id InDesign

DVR DaVinci Resolve

FCP Final Cut Pro

## RECOGNITION

- Featured on CBC, BlogTO, Yahoo! News, National Post, IGN, and AMC
- Winner at TO Sketchfest; finalist at Buffer Festival, Philly World Film Festival, LA Comedy Festival, and Great Canadian Comedy Film Fest