

FADY GHALI

VIDEO EDITOR // GRAPHIC DESIGNER // MOTION ARTIST

• FADYGHALIDESIGN.COM • FADYGHALI@GMAIL.COM • 416 804 0620 in FADY GHALI @ GHALIFADY

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

AI WORKFLOWS

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

AI TOOLKIT

DSC Descript

E11 Eleven Labs

DSC Topaz AI

E11 Higgsfield

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