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Marilyne Bassoulou

Social Content Editor • Digital Designer • Motion Graphics

PROFESSIONAL SUMMARY

Lead Designer with agency experience creating social media content and short-form videos for digital marketing campaigns. Experienced in taking content from concept and visual direction through editing and final delivery, including vertical video, animated typography, motion graphics, transitions, and sound. Combines a strong design foundation with hands-on video editing in Premiere Pro and CapCut, supported by an MSc in Computer Animation & Visual Effects.

EXPERIENCE

LEAD DESIGNER (PART-TIME) **Jan 2026 – Present**

iMetric Digital | Beirut, Lebanon

- Create social media content and short-form videos for agency and client accounts, including Instagram Reels and vertical video formats.
- Develop video concepts and visual direction, taking projects from initial idea and storyboard through editing and final delivery.
- Edit videos in Premiere Pro and CapCut, shaping pacing, cuts, transitions, and sound to suit each platform and message.
- Create motion graphics, animated typography, and supporting visual assets to make campaign messages clear and engaging.
- Maintain client brand identities and creative consistency while managing multiple deliverables and agency deadlines.

3D ARTIST & ANIMATOR **Jul 2025 – Jan 2026**

Poultec

- Created 3D models, animations, and composited visual content.
- Produced animated and visual content for digital and presentation use, combining 3D animation with motion graphics and compositing.
- Edited and refined visual sequences with attention to pacing, transitions, timing, and overall visual storytelling.

FREELANCER **Oct 2024 – Jun 2025**

Self-Employed

- Produced 3D modelling, animation, compositing, 2D character animation, and social media content.
- Created short-form visual content for social media, combining animation, motion graphics, editing, and compositing.
- Developed visual concepts and adapted content for different formats, audiences, and platforms.

PART-TIME SALES REPRESENTATIVE **Nov 2023 – May 2025**

Bandstand Merchandise Services UK

- Sold merchandise at concerts and live events, developing customer service and real-time problem-solving skills.
- Worked in fast-paced live environments, responding quickly to changing customer needs and priorities.

3D & MOTION GRAPHICS INTERN **Apr 2022 – Jul 2022**

Plan A Experience Design Studio

- Developed 3D mapping and motion content using After Effects, Photoshop, 3ds Max, and Blender.
- Created motion graphics and animated visual assets for digital experiences and presentations.
- Supported the production and refinement of visual content, including animation, compositing, and post-production.

EDUCATION

MSc COMPUTER ANIMATION & VISUAL EFFECTS **Sep 2023 – Sep 2024**

Bournemouth University | United Kingdom

BSc COMPUTER SCIENCE – COMPUTER GRAPHICS & ANIMATION **Sep 2017 – Jun 2022**

Notre Dame University – Louaize | Lebanon

SKILLS

Video Editing: Premiere Pro, CapCut

Motion & Design: After Effects, Photoshop, Illustrator

3D & VFX: Maya, Blender, Houdini, ZBrush, Nuke, V-Ray, Redshift

Technical: Python, C++, C#, GLSL, Qt, OpenGL, Unity, Git

Additional: Social media content, short-form video, visual storytelling, storyboarding, motion graphics

LANGUAGES

English, Arabic, French