AMAL SURESH BABU

CREATIVE STRATEGIST | VIDEO EDITOR | MOTION DESIGNER

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Email mail2amalsureshbabu@gmail.com
Location Kerala, India
Links LinkedIn | YouTube | Portfolio

SUMMARY

Creative Strategist and Visual Creator specializing in end-to-end video ad production, high-retention storytelling, motion graphics, and paid performance marketing. Proven track record of scaling digital campaigns, including contributing to more than doubling overall company sales at Noottan Innovations LLP.

WORK EXPERIENCE

Noottan Innovations LLP **March 2026 - Present**

- Contributed directly to more than doubling overall company sales through performance-focused creative testing and ad strategy.
- Conceptualize end-to-end creative concepts, write scripts, and produce edited videos and motion graphics for paid advertising.
- Manage paid ad campaigns across Meta Ads Manager and Google Ads, monitoring key metrics to scale winning assets.

AMAL-talks (YouTube) **Feb 2025 - Present**

Digital Creator & Executive Producer | AMAL-talks (YouTube)

- Script, edit, and produce long-form psychology and science-mystery videos engineered for maximum viewer retention.
- Execute fast-paced narrative pacing, kinetic typography, atmospheric sound design, and cinematic color grading.

Freelance Work **2018 - Present**

Freelance Video Editor & Motion Designer | Self-Employed

- Collaborate with clients to turn raw footage into polished visual stories, commercial ads, and high-converting video assets.

EDUCATION

Bachelor of Commerce (B.Com)
Mangalore University | Graduated 2018

ADDITIONAL INFORMATION

- **Technical Skills & Tools:** Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve, Meta Ads Manager, Google Ads, Motion Graphics, Color Grading, Scriptwriting.
- **Languages:** English, Malayalam, Tamil, Hindi.
- **Certifications:** DaVinci Resolve Certified Editor (Black Magic Designs).
  - Certification code: A3ED-3A74-0028-4CDB
  : Google Ads Creative Certification (Google).
  - Credential ID: 196264299
  : AI-Powered Performance Ads Certification (Google).
  - Credential ID: 196273712
  : HubSpot Social Media Certified (HubSpot Academy).
  - Certification code: 467c0f16f0e54b87aad6c2dd65a061d5