

SUMMARY

grisha281100@gmail.com · +374 95 066 458

Video editor and digital media producer with 10+ years of editing experience and 200+ published videos. Co-founded SHAGauto, an automotive media project, where I produced 29 long-form YouTube videos and vertical short-form content that reached 30M+ views across Instagram and TikTok. Directed and produced SHAGauto Show: 240K+ views, 2K+ subscribers, a collaboration with 9 creators. I work across the full pipeline: concept, shooting, editing, motion graphics, VFX, SFX and color. Looking for a remote editor or producer role in gaming, trailers or story-driven content.

PROFESSIONAL EXPERIENCE IN MEDIA PRODUCTION

SHAGauto

Co-Founder and Content Producer

June 2024 – September 2026

Automotive media project combining motorsport, entertainment, and digital content.

- Designed and produced educational and entertainment automotive content, applying efficient audience engagement strategies informed by platform analytics to sustain viewer attention across formats;
- Led a multidisciplinary 10-member team building Russia's first rental derby racing project;
- Produced 29 long-form YouTube videos, handling concept, shooting and editing;
- Created vertical content for Instagram and TikTok that reached 30M+ views, with 10 videos passing 1M views each;
- Directed and produced SHAGauto Show: 240K+ views, 2K+ subscribers; coordinated 9 YouTube creators, including four with 1M+ subscribers (the largest with 2.8M).

Rose-Colored Glasses – YouTube Channel

Video Editor and Content Creator

December 2015 – Present

- Produced 200+ videos across gaming, humor, and creative formats, developing visual storytelling and editing skills;
- Tested content formats, editing techniques, and storytelling approaches to optimize audience engagement.

EDUCATION

International University of Moscow

Moscow, Russia

Bachelor's Degree in Advertising and Public Relations

September 2020 – March 2025

Relevant courses: *Project Management, Digital Design, Computer-Aided Design, Media Analysis and Media Planning***GPA:** 4.5/5

RESEARCH

Content Characteristics and Audience Engagement in Educational Instagram Reels

Independent Research Project

July 2026 – Present

Aims: Develop an evidence-based toolkit that translates findings from learning science and digital media research into practical guidelines for creating effective educational short-form videos.**Methods:** Literature review; content analysis of 300 Reels from 21 accounts on 30+ variables; within-account comparison and statistical analysis of view differences.**Outcomes:** Found that the account explains 68% of the variance in views, while no hook type, length or editing pace was reliably linked to them. Published a free toolkit, an SSRN working paper and an open dataset on Zenodo.

CONFERENCES

Digital Mental Health International Conference 2026, Conference attendee

June 2026

Attended lectures on digital behavior, smartphone use, short-form video engagement, and psychological wellbeing.

VOLUNTEER EXPERIENCE

Next Gen Palette – Content Creator

July 2026 – September 2026

Produced short-form educational and promotional videos for YouTube, Instagram, and TikTok.

ADDITIONAL PROFESSIONAL EXPERIENCE

Aquatics Sports School

Moscow, Russia

Triathlon Coach

September 2020 – September 2026

- Mentored children and adolescents in triathlon, working with groups of different ages and skill levels;
- Coordinated training sessions, competitions, and sports events while communicating with athletes and parents.

RELEVANT SKILLS

Technical Skills: Editing software: Premiere Pro (Advanced), After Effects (basic compositing, motion graphics), Photoshop (working knowledge), experienced with AI-assisted content creation tools (Claude, Runway, Seedance, Kling, Nano Banana).**Soft skills:** Analytical and problem-solving skills, critical thinking, communication and negotiation, leadership and team management, event planning and coordination, innovative thinking, project management, and adaptability.**Languages:** Russian (Native), English (C1, 5.0 out of 6.0 TOEFL iBT).