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Graphic Designer & Video Content Creator

Hiring organization
Efficienza Business Solutions

Employment Type
Full-time

Job Location
Chennai

Experience
1-3 Years

Date posted
August 18, 2026

Description

We are looking for a highly creative Graphic Designer & Video Content Creator who can design impactful visuals and create engaging video content for digital platforms.

This role is design-first, but also requires strong video editing skills to create high-performing content for social media and marketing campaigns.

SEO Management

1. Design high-quality social media creatives (posts, banners, carousels, ads)
2. Create and edit short-form videos (Reels, Ads, Product Videos, YouTube Shorts)
3. Develop creatives for D2C brands and corporate clients
4. Translate marketing ideas into visually appealing and engaging content
5. Maintain brand consistency across all designs and videos
6. Work on campaign creatives, offers, and promotional content
7. Collaborate with marketing and content teams for campaign execution
8. Stay updated with design trends, video formats, and social media styles
9. Ensure all creatives are optimized for platform requirements (sizes, formats, etc.)

Video & Creative Responsibilities

1. Edit videos using modern storytelling techniques (hooks, pacing, captions, transitions)
2. Create content formats like: UGC-style videos | Product demos | Testimonials | Problem-solution videos
3. Apply color grading, sound design, and motion elements for better engagement
4. Produce multiple creative variations for campaigns and ads
5. Optimize content for Meta (Instagram/Facebook), YouTube, and other platforms

Required Skills & Tools

1. Strong hands-on experience in: Design Tools: Canva / Figma / Photoshop (or similar) | Video Editing: CapCut / Premiere Pro / After Effects (or similar)
2. Good understanding of: Layout, typography, and visual hierarchy | Social media content formats and trends
3. Basic understanding of digital marketing is a plus
4. Ability to handle both static and video content efficiently

What We Expect

1. Strong design sense + creativity
2. Ability to think visually and execute quickly
3. Focus on quality + performance-driven creatives
4. Consistency and attention to detail

Apply With:

1. Portfolio (must include both design + video work)
2. 3–5 best creatives (images/videos)
3. Any brand work (D2C/corporate preferred)