

SOHRAB RASEL

Real Estate Video Editor | Conversion-Focused Video Strategist

Dhaka, Bangladesh (Remote / Any Timezone) | +8801674861275 | sohrabrasel275@gmail.com

Portfolio: youtube.com/watch?v=Um8PUFp4TZg | LinkedIn: linkedin.com/in/sohrab-rasel-executive-videoeditor

Hourly Rate: INNERCHATMATHryl1zuj53 75-100

PROFESSIONAL SUMMARY

Results-driven Real Estate Video Editor with 10+ years of experience delivering 500+ luxury & standard property videos for competitive markets. Specialize in algorithm-friendly vertical video (Reels/TikTok) and storytelling-driven edits that increase viewer retention (60%+), engagement (35% lift), and lead generation. Proven ability to scale from single luxury tours to high-volume batch production (20+ listings/week) using AI virtual staging, MLS-ready workflows, and a strict 24-hour turnaround to keep US brokerages highly competitive.

CORE SKILLS

- Real Estate Video Editing - Luxury/Standard/Commercial
- High-Volume Batch Production (20+ videos/week)
- Short-Form Content (Instagram Reels, TikTok, YouTube Shorts)
- Hook-Based Storytelling & Retention Editing
- Brand Storytelling & Visual Identity Development
- Cinematic Color Grading (HDR, Rec.709, Log footage)
- Drone Footage Integration & Color Matching
- AI Tools: Sky Replacement, Virtual Staging for Video, Auto-Reframe
- Motion Graphics, Lower Thirds, Animated Transitions
- Performance Optimization (CTR, Retention Curves, CTA Placement)
- Workflow Automation & Template Systems (LUTs, presets)
- Client Communication & Project Management ([Frame.io](https://frame.io), Asana)

TOOLS & SOFTWARE

Adobe Premiere Pro (Advanced) | After Effects | DaVinci Resolve | Final Cut Pro | CapCut | Photoshop | Runway ML | Sky Swap AI | Adobe Firefly | [Frame.io](https://frame.io) | Asana

PROFESSIONAL EXPERIENCE

Senior Real Estate Video Editor | Self-Employed / Agency Partner | Remote | 2016 – Present (10+ years)

- Edited 500+ real estate videos including luxury villas, high-rise condos, commercial properties.
- Increased average viewer retention to 60%+ using proprietary framework: Hook (0-3s) ' Story ' Highlights ' CTA.
- Improved engagement rates by up to 35% on Instagram Reels and TikTok.
- Processed 15-25 listing videos per week during peak seasons using batch workflows, templates, LUTs, AI sky replacement.
- Delivered 24-hour turnaround for short-form cuts and 48-hour for full walkthroughs (drone + interior color matching).
- Integrated drone footage seamlessly matching color grades between aerial and interior shots.
- Used AI tools (Sky Swap, virtual staging overlays) to enhance empty rooms without reshoots.

Video Editor & Workflow Consultant | Real Estate Media Studio | 2014 – 2016

- Built reusable video template system (Premiere Pro) cutting editing time by 40%.
- Trained junior editors on color grading, audio cleanup, retention-based cutting.

WORKFLOW STRATEGY

- **Hook (0-3s):** Eye-catching intro (aerial reveal, stunning detail) to stop scrolling.
- **Story (3-20s):** Emotional narrative – "Imagine waking up to this view..."
- **Highlights:** Key features (kitchen, pool, location benefits) with motion graphics.
- **CTA:** Clear call-to-action for lead generation ("Schedule a tour," "DM for price").

ACHIEVEMENTS & METRICS

- 500+ videos – all real estate specific
- 60%+ average retention on YouTube property tours (industry avg 35-40%)
- 35% engagement lift on agent's Instagram after switching to hook-based edits
- 24h turnaround maintained for 6 months across 150+ short-form videos
- Batch capacity: 20 listing videos per week without quality drop

CLIENT TESTIMONIALS

- “Sohrab's edits doubled our listing's watch time. His storytelling made a standard condo feel like a luxury experience.” – Mark T., Real Estate Agent, Austin, TX
- “We produce 15+ videos a month. Sohrab never misses a deadline and his retention metrics are the best we've seen.” – Lina K., Marketing Director, Dubai Luxury Realty
- “Finally an editor who understands short-form for TikTok. Our views went up 40% in two weeks.” – Carlos R., Broker, Miami

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Bengali (Native)
- **Availability:** Full-time freelance, 7 days/week (24-48h standard turnaround)
- **Certifications:** Adobe Premiere Pro User (2025), DaVinci Resolve Color Grading (2024)