

Ebube Michael

Digital Creative & AI Video Editor

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Digital creative producing short form video, UGC style ads, and campaign graphics, supported by an AI driven production workflow. Experience spans short form editing, hook writing, generative visuals, localization, and brand consistent social content across multiple platforms.

TRACK RECORD

- Produces 40+ short form videos, Reels, and campaign creatives per month across two related brands.
- Builds edits around strong opening hooks, subtitle rhythm, and platform native pacing for TikTok, Reels, and Shorts.
- Produces multiple creative variants per concept: different hooks, CTAs, languages, and audience angles.
- Delivered 50+ freelance digital and print pieces, including campaign graphics, brand identity systems, and video assets.

CORE COMPETENCIES

- Short form video editing: TikTok, Reels, Shorts, ad cutdowns, captions, pacing, transitions, sound cues, CTA polish.
- UGC ad production: hook writing, problem and solution framing, creator style angles, testing ready exports.
- AI driven creative workflow: storyline development, image generation, generative video, visual enhancement, rapid ideation.
- Social and brand creative: campaign messaging, graphics, carousels, English and Portuguese localization, publishing support.
- Tools: CapCut, Premiere Pro, After Effects, Canva, ChatGPT, Google Flow, Gemini, Higgsfield AI, Magnific Space.

PROFESSIONAL EXPERIENCE

Social Media Manager & Visual Designer, OverwatchMoz & Wamina, related brands *Oct 2025 – Present*

- Manage social content for a security technology brand focused on intelligent CCTV monitoring and virtual guarding, planning Reels, short form video campaigns, branded graphics, and carousels for LinkedIn, Instagram, and Facebook.
- Develop scripts, captions, campaign messaging, and Portuguese localized content for the Mozambican market.
- Use ChatGPT, Google Flow, Gemini, Higgsfield AI, CapCut, and Magnific Space to build storylines, generated visuals, and campaign assets.

Graphic Design Specialist & Content Creator, Freelance, Remote *Aug 2022 – Present*

- Delivered 50+ digital and print pieces including campaign graphics, social kits, promotional creatives, brand identity systems, and video assets.
- Edited short form videos and motion graphics in CapCut and Canva, shaping openings, pacing, captions, and CTAs.

EDUCATION

B.Sc. Computer Science, University of the People (Expected 2029) | B.Sc. Cybersecurity, Miva Open University (Expected 2029)

Graphic Design Essentials, Canva, 2025