



AbuBakar Siddique

Direct Response Video Editor



PORTFOLIO
lumetrify.com

Contact

✉ abubakar@lumetrify.com

☎ +92 308 8510917

🌐 linkedin.com/in/abubkr01

📍 Satellite Town,
Bahawalpur, Pakistan

Skills

- AI Video Ads
Health & Wellness niche
- Higgsfield
- HeyGen
- ElevenLabs
- Premiere Pro / After Effects

About Me

I edit direct-response video ads for DTC and eCommerce brands. My focus is simple: strong hooks, better retention, clean storytelling, and ads that perform. I work with AI UGC, VSLs, and product ads, bringing everything together in Premiere Pro and After Effects.

Work Experience

Dec 2025 - Present
SerlinoLab (Italy)

AI Video Editor- Meta ADs (eCommerce)

At SerlinoLab, I create AI-based UGC and VSL videos using HeyGen for avatars and Nano Banana 2 for image generation. I use Higgsfield, ByteDance Seedance 2.0, Kling 3.0, and VEO 3.1 for AI video generation, along with ElevenLabs Studio 3.0 for voiceovers. I finalize all projects in Adobe Premiere Pro.

Jan 2025 - Jun 2025 (6 months)
Streamlined Media (United States)

VSL Editor

Edited long VSLs collaboratively using LucidLink as shared storage. Created short-form ad variations for multiple platforms.. Worked with AI video tools like Google Flow (veo3), Kling, and Sync.io, where a good prompt is everything.

Education

MPhil Computer Science

UET Lahore

2020 – 2024

BS Computer Science

IUB Bahawalpur

2015 – 2019

Language

English – Fluent

Urdu – Native

Work Experience — Continued

Oct 2023 – Jan 2025 (1 year 4 months)

Jewell Projects (Australia)

Video Editor

Edited 100+ videos for Hidrive's YouTube channel and other Jewell Projects' clients. Developed strong storytelling skills using raw footage, without using any transitions or flashy effects.

Nov 2024 – Dec 2024 (1 month)

HG Marketing (Pakistan)

Short-Form and Trailer Video Editor

Edited podcast reels and trailer-style content. Completed all assigned revisions and concluded the role professionally and on good terms.

Aug 2022 – Aug 2023 (1 year 1 month)

Lahore Digital Club (Pakistan)

Videographer, Drone Operator and Video Editor

At Lahore Digital Club, I covered events, operated drones, edited videos, and set up live podcast sessions. I was responsible for both filming and post-production. The role provided hands-on experience in filming and editing within a fast-paced environment.

Feb 2020 – Jul 2022 (2 years 6 months)

Wisdom Hub Studio (Pakistan)

Content Creator

Collaborated with a team to create short films and podcasts promoting moral values and volunteerism. Produced content in different styles and formats to encourage positive change and community involvement.