

Videographer

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Company: 2XL Home Decor

Location: Sharjah

Category: healthcare-practitioners-and-technical

We are seeking a talented and creative In-House Videographer and Photographer to join our team at 2XL Home. As our dedicated visual content creator, you will be responsible for capturing high-quality photos and videos that showcase our furniture products in the best light possible. Your work will play a key role in enhancing our brand image, engaging our audience, and driving sales.

Salary: Dhs. 10,000 to 12,000/-

Job Location: Sharjah

Responsibilities:

Conceptualize, script, shoot, and edit compelling videos that highlight our furniture products, brand identity, and promotional campaigns.

Collaborate with the marketing team to develop video content strategies that align with the company's goals and vision.

Ensure high-quality video production, including lighting, sound, and editing, to maintain the company's professional standards.

Capture stunning, high-resolution product images suitable for merchandising purposes, website listings, social media, and marketing materials.

Edit and retouch photos to enhance visual appeal and maintain consistency across all platforms.

Organize and maintain an efficient digital asset management system for easy access to product photos and videos.

Understand and embody the brand's aesthetic, ensuring all visual content aligns with the company's style guidelines and values.

Stay updated with industry trends, photography techniques, and video editing tools to continuously enhance the quality and creativity of our content.

Work closely with the digital department to support online campaigns, social media initiatives, and other digital marketing efforts.

Collaborate with cross-functional teams to brainstorm and execute innovative ideas that resonate with our target audience.

Provide creative input and contribute to brainstorming sessions to develop engaging and effective marketing strategies.

Requirements:

Proven experience as a videographer and photographer, with a strong portfolio showcasing relevant work.

Proficiency in videography equipment, video editing software, and photography tools (e.g Wondershare Filmora, Adobe After Effects)

Excellent eye for composition, lighting, and detail in both photography and videography.

Strong understanding of brand identity and the ability to translate it into visually appealing content.

Exceptional creativity and willingness to experiment with new ideas and techniques.

Strong organizational skills and attention to detail, especially when managing a large volume of digital assets.

Ability to work collaboratively in a team environment and communicate effectively with colleagues from diverse departments.

Knowledge of the furniture industry or similar retail sectors is a plus.

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