

PORTFOLIO CASE STUDY

AUTOPLUS SOLUTIONS x DRIVEN AUTOPARTS

Harare, Zimbabwe | Automobile | Instagram · TikTok · Reels

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PROJECT DESCRIPTION

Autoplus Solutions came to me with a common but critical challenge: great products, but content that wasn't converting. As a genuine motor parts retailer and fitment center operating under the Driven Autoparts brand in Zimbabwe, they needed videos that could stop the scroll, build trust, and drive real customer action across Instagram, TikTok, and YouTube Shorts.

CLIENT BRIEF

Autoplus Solutions came with great products — but content that wasn't converting.

ABOUT THE CLIENT

FOUNDED	2019 · Zimbabwe
SPECIALITY	Toyota Genuine Parts & Fitment
PRODUCTS	Suspension, Filters, Brake Pads
SERVICES	Alignment, Diagnostics, Tyre & Car Wash
OWN BRAND	Driven Autoparts (est. 2022)
FLAGSHIP	Driven Brake Pads — up to 50,000 km

THE CHALLENGE

- Strong products — weak content performance
- No scroll-stopping hooks in existing videos
- Low retention rates across short-form platforms
- Brand aesthetic not matching product quality
- No platform-specific content strategy in place
- Missing caption & silent-view optimization

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WHAT I DELIVERED



Scroll-Stopping Hooks

Every video opened with the most exciting or emotional frame, designed to grab attention in the first 2 seconds flat.



Beat-Synced Editing Rhythm

Tight, high-energy cuts synced precisely to audio beats — keeping viewers locked in from open to close.



Caption & Text Strategy

Modern text overlays layered throughout to reinforce messaging, improve silent viewing, and boost watch time.



Motion Design & Visual FX

Motion graphics and creative effects elevated the Driven Autoparts brand far above typical auto content.



Full Platform Content Strategy

Tailored strategy for Instagram Reels, TikTok, and YouTube Shorts algorithms — maximizing organic reach.



Viral content ideas

Identify content gaps and suggest viral content ideas

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EDITING TECHNIQUES USED

Scroll-Stopping
HookCuts

Beat-Synced
Rhythm Editing

Speed Ramp &
Motion Blur

Trendy Auto
Transitions

Pattern Interrupts

**SECRET
TECHNIQUE**

Dynamic Text
Animations

Color Grading &
Correction

Silent-First
Caption System

B-Roll Layering

Visual Hierarchy
Framing

Algorithm-Ready
Structure

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RESULTS & IMPACT

CONTENT OUTCOMES

Higher retention rates across all short-form platforms

Stronger engagement through engineered hook-first edits

Growing online presence matching Driven Autoparts product quality

Brand aesthetic elevated far above typical auto content

Algorithm-optimized content driving sustained organic reach

BRAND VALUE DELIVERED

3 · Platforms Covered

Instagram · TikTok · YouTubeShorts

2 sec · Hook Precision

Viewer grab engineered within 2 seconds

100% · Content Strategy

Algorithm-optimised for each platform

Enabled · Silent Optimization

Caption-first design for muted viewers

Full · Brand Consistency

Unified look across all produced content

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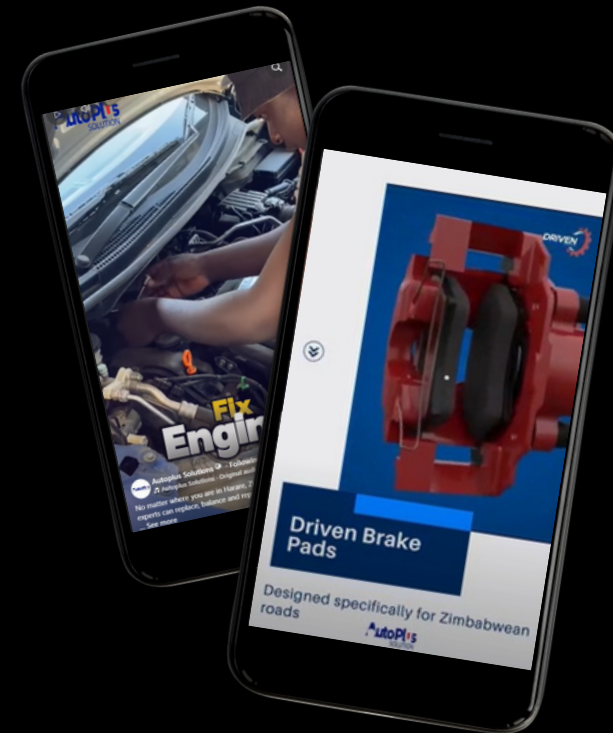
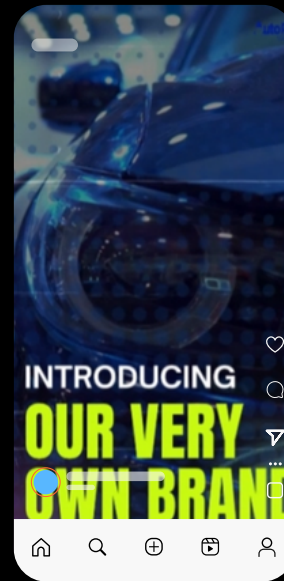
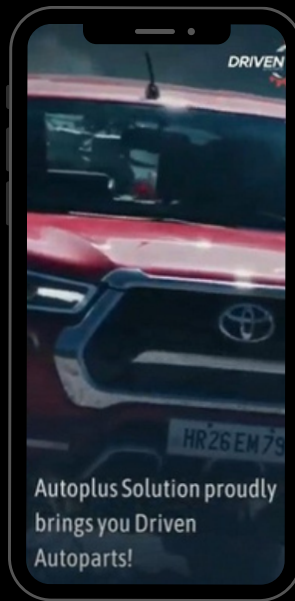
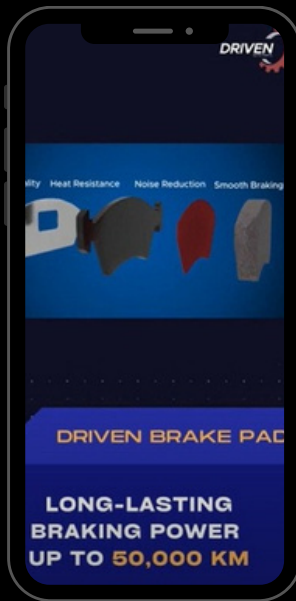
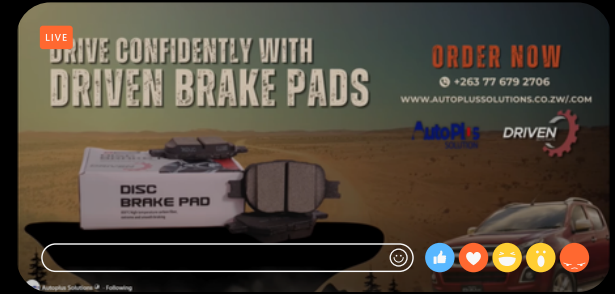
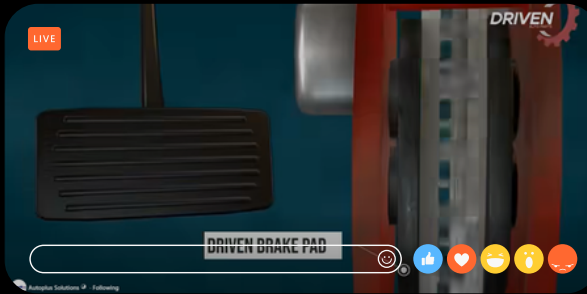
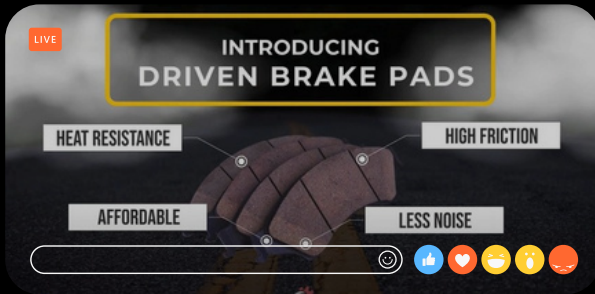
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CONTENT SHOWCASE

04

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MY POSITIONING AS A SPECIALIST

I don't just edit videos. I engineer:

- Scroll stopping hooks
- Retention optimized pacing
- Audience specific storytelling
- Silent-first content systems
- Algorithm friendly structure



Maynul Haque Jim

CEO Nexel Studio

 Video Editing  Platform Analytics  Viewer Psychology  Content Optimization Strategy

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