

PORTFOLIO

CASE STUDY

DMCC – DOCTOR'S MONIR CHILD CARE

Video Editor & Content Strategist for Pediatric Healthcare Brand

NAME : MAYNUL HAQUE

Role : Video Editor

Campaign Duration : 10 Months

Total Videos Produced : 40+ Videos

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ABOUT CLIENT

Dr. S.M.
Moniruzzaman

MBBS, DCH (BSMMU)

Paediatric & NICU Specialist

Special training in Asthma & Allergy (UK)

Training in Paediatric Nutrition (Boston)

Associate Professor, Paediatrics

at Monno Medical College & Hospital

Dr. S.M. Moniruzzaman holds an MBBS degree and a diploma in child health (DCH) from BSMMU. He has received specialized training in asthma and allergy in England and has also undergone training in pediatrics in Boston. Dr. Moniruzzaman is The Chairman of DMCC (Dr. Monir's Child Care) and specializes in pediatric and neonatal intensive care.



PROJECT DESCRIPTION

We are seeking a Video Editor & Content Strategist to help scale our pediatric healthcare content on Facebook. The goal is to increase reach, enable monetization, and build a strong personal brand for the doctor.

MAYNUL HAQUE

Video Editor & Content Strategy Specialist | @nexelstudio

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RESPONSIBILITIES

KEY RESPONSIBILITIES

- Edit healthcare focused videos (educational, awareness, short form content)
- Optimize content for Facebook monetization & audience growth
- Develop engaging formats for Reels and long form videos
- Identify content gaps and suggest viral content ideas
- Maintain a professional and trustworthy medical tone
- Content ideas and improvement suggestions

EDITING TECHNIQUES USED

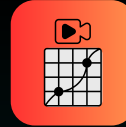
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Hook Engineering



Scroll stopping openings based on curiosity, pain points, or bold statements to instantly grab attention.

Retention Curve Editing



Editing based on audience drop off behavior, cutting dead moments, tightening pacing, pattern interrupts

Platform Frame Optimization



Designing content differently for Reels, TikTok, youtube and Facebook (not one size-fits all editing).

Content Repurposing System



Breaking long videos into multiple short-form clips with unique hooks and angles.

Dynamic Caption Strategy



Highlighting key phrases with animated text to improve clarity and silent viewing retention.

Content Gap Identification



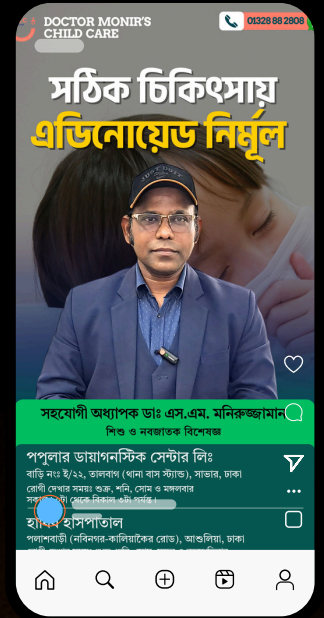
Analyzing existing content and identifying missing topics that can drive more reach and engagement.

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EDITED VIDEOS SCREENSHOTS



PERFORMANCE OVERVIEW

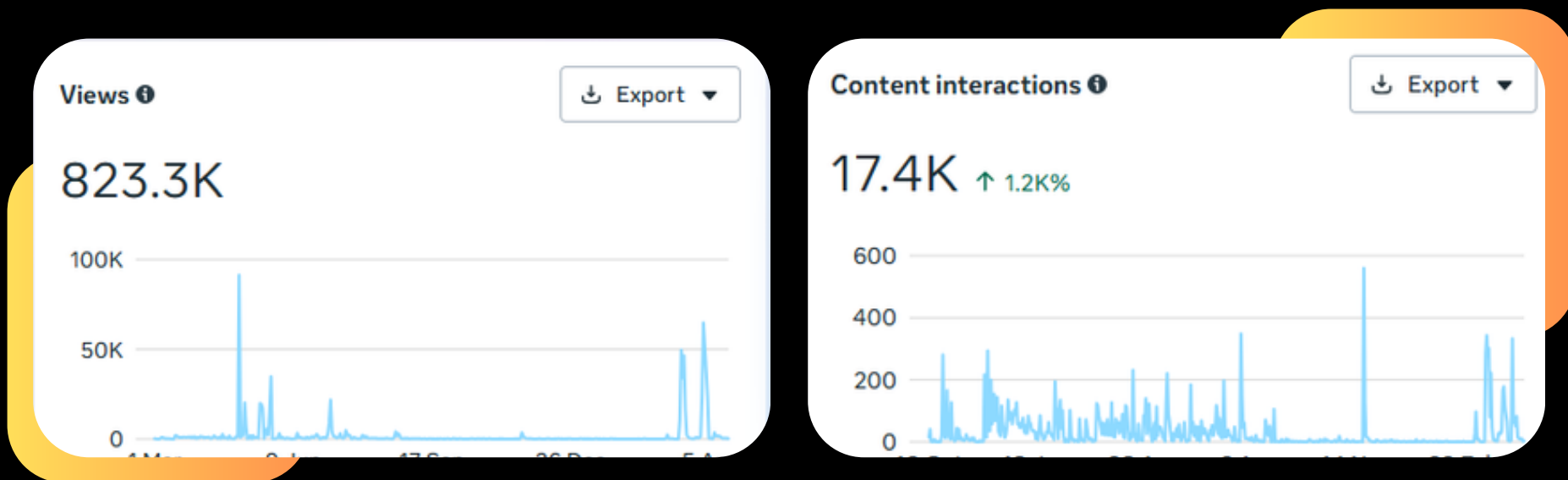
KEY INSIGHT (CAMPAIGN)

- Top video hit 822.8K views (organic virality)
- Strong 3 sec retention: effective scroll stopping hooks
- High 1 min view ratio shows compelling storytelling
- 17.4K+ interactions prove audience relevance & trust
- Real estate drone footage drove highest engagement

TOTAL VIEWS	822.8k
3-SECOND VIEWS	405k
1-MINUTE VIEWS	365k
CONTENT INTERACTIONS	17.4K+
VIDEOS PRODUCED	42

PERFORMANCE OVERVIEW

PLATFORM INSIGHT RESULT (META)



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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