

PORTFOLIO

CASE STUDY

NEXEL STUDIO

EXPORT ZONE – CLOTHING BRAND

MANIKGANJ, DHAKA DIVISION, BANGLADESH

NAME : MAYNUL HAQUE

Role: Video Editor & Video Content Strategy Specialist

Campaign Duration: 40 Days

Total Videos Produced: 7 Strategic Video

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PROJECT OBJECTIVE

To increase brand visibility, engagement, and audience retention for “**Export Zone**” through:

Strategic short form videos for reach & conversion

Audience-segmented storytelling

Advanced editing techniques to reduce drop-off rate

Optimized silent viewing experience

Consistent brand positioning for trust & recall

MAYNUL HAQUE

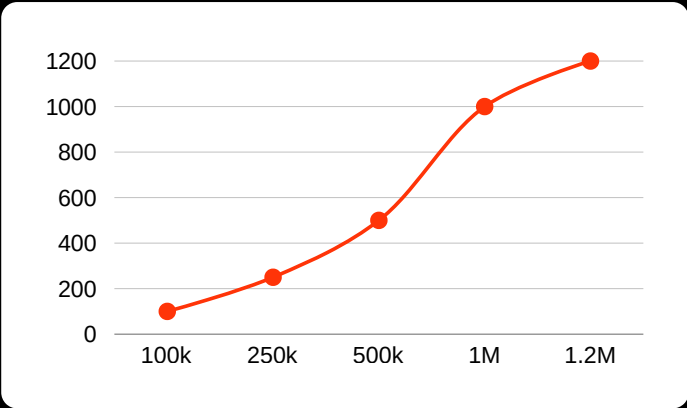
Video Editor & Content Strategy Specialist

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PERFORMANCE OVERVIEW

KEY INSIGHT (40 DAYS)

- Strong 3 second retention indicates effective scroll stopping hooks
- High 1 minute view ratio shows strong storytelling & pacing
- 188.3K interactions prove content to audience relevance



Metric	Result
Total Views	1.2 Million
3-Second Views	776.4K
1-Minute Views	384.7K
Content Interactions	188.3K
Videos Produced	7

STRATEGY BREAKDOWN



We edited the most **EXCITING OR EMOTIONAL MOMENT** of the video at the very beginning.

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EDITING TECHNIQUES USED

Seamless
Transitions

B-roll layering

Dynamic
Typography

Rhythm Based
Pacing

Visual
Hierarchy
Framing

Match cuts

**SECRET
TECHNIQUE**

Zoom Effects

Speed
Ramping

Scroll
Optimized
Framing

Pattern
Interrupts

Color Grading

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EDITED VIDEOS SCREENSHOTS

06



EDITED VIDEOS SCREENSHOTS



Views ⓘ

↓ Export ▼

1.2M ↑ 129.2%



Viewers ⓘ

↓ Export ▼

776.0K ↑ 445%



Platform Insight Result

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

MAYNUL HAQUE

Video Editor & Content Strategy Specialist

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