

DENIS KELVIN MURITHI

Video Editor | Digital Media Producer | Web Developer | Prompt Engineer | Generative AI Specialist | Social Media Manager
Target Role: Video Editor - AI Training Media, Animation Review & Educational Content | Remote Contractor

Phone +254111327804	Email deniskelvin@zohomail.com
LinkedIn linkedin.com/in/denis-kelvin-murithi-523b26411	GitHub github.com/BLACK23D

PROFESSIONAL SUMMARY

Results-driven Software Engineer and Digital Media professional with expertise in software engineering, web development, prompt engineering, generative AI, graphic design, content generation, social media management and SEO. Experienced in building responsive websites, AI-powered workflows, marketing systems, short-form digital content and scalable digital solutions for international organizations. Strong fit for video editor roles requiring visual storytelling, animation/VFX review, audio editing, organized post-production workflows, remote collaboration and AI training media evaluation.

TARGET ROLE SNAPSHOT - VIDEO EDITOR / AI TRAINING MEDIA

• Video editing, post-production workflow support, short-form content creation and visual storytelling for digital platforms. • Strong project file organization, media asset labeling, content workflow management and deadline-based delivery in remote environments.	• Animation and visual effects review mindset for assessing AI-generated media outputs, storytelling quality and educational content clarity. • AI prompt engineering and generative AI workflow experience useful for evaluating model weaknesses, edge cases and feedback loops.
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CORE TECHNICAL & MEDIA SKILLS

Video & Post-Production Video editing, audio editing, visual storytelling, short-form video content, digital media production, post-production workflow, animation/VFX review, educational content creation	Editing Software & Creative Tools Adobe Premiere Pro, After Effects, Final Cut Pro, DaVinci Resolve, Canva and AI-assisted media tools
AI Training & Evaluation Prompt Engineering, Generative AI, AI content creation, AI workflow automation, media dataset thinking, rubric-based content review, feedback implementation, quality assessment	Web & Digital HTML5, CSS3, JavaScript, React, Responsive Web Design, REST APIs, Git & GitHub, website optimization, SEO, content strategy, UI/UX
Collaboration Strengths Written communication, verbal communication, remote work, deadline management, project file organization, stakeholder collaboration, attention to detail	Creative Production Graphic Design, Branding, Canva, social media management, campaign planning, content generation, industry trend awareness, visual campaign development

EDUCATION

Zetech University (2021-2024) Information Communication & Technology Major: Software Engineering Additional Specialization: Graphic Design • Content Generation • Prompt Engineering • Social Media Management
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PROFESSIONAL EXPERIENCE

Experience 1

Imminent Transcendent Solutions

Content Generative Specialist | Web Developer | Prompt Engineer | Social Media Manager

October 2025 - Present

1. Designed, developed and maintained responsive business websites.
2. Engineered advanced AI prompts and automated content workflows.
3. Produced SEO-optimized website content to improve search visibility.
4. Managed multiple company websites ensuring performance and accuracy.
5. Planned and executed social media strategies across several brands.
6. Designed landing pages, graphics and digital marketing assets.
7. Collaborated with stakeholders to deliver custom digital solutions.
8. Maintained Git/GitHub version-controlled development workflows.
9. Successfully delivered projects for Auxilium Medical, Magnem Group Africa, Sharegivers and Transcendent Solutions.

Role-tailored media and AI training relevance

- Created and refined digital visual assets for brand campaigns, supporting strong visual storytelling and attention to detail.
- Used generative AI workflows to produce, evaluate and iterate content outputs against stakeholder objectives.
- Organized website, campaign and media assets across multiple brands, supporting efficient project handoff and collaboration.
- Applied feedback quickly across digital deliverables while maintaining brand consistency, accuracy and deadline discipline.

Projects

- <https://www.auxiliummedical.com/>
- <https://www.magnemgroupafrica.co.ke/>
- <https://www.sharegivers.com/>
- <https://www.transcendent.co.ke/>

Experience 2

Selective Outsourcing Solutions

Web Developer | Social Media Manager | Content Generative Specialist

February 2025 - September 2025

1. Developed and maintained responsive company websites.
2. Produced AI-generated marketing content and campaigns.
3. Managed TikTok and other social media platforms.
4. Designed graphics and engaging short-form video content.
5. Optimized website content for SEO and improved user experience.
6. Monitored analytics to improve campaign performance.
7. Collaborated with cross-functional marketing teams.
8. Maintained consistent branding across all digital platforms.
9. Increased the company's TikTok audience from 15,000 to over 22,600 followers through strategic content planning and audience engagement.

Role-tailored media and AI training relevance

- Produced and organized short-form video concepts, captions and campaign assets for social media audiences.
- Reviewed creative outputs for clarity, brand alignment, audience fit and performance improvement opportunities.
- Collaborated remotely and cross-functionally with marketing stakeholders, implementing feedback across fast-moving deliverables.
- Supported digital storytelling through campaign planning, content sequencing and platform-specific presentation.

Managed Account

- https://www.tiktok.com/@selective_outsourcing

KEY ACHIEVEMENTS

- Grew TikTok audience from 15K to 22.6K+ followers.
- Built and managed multiple corporate websites.
- Delivered AI-driven prompt engineering, web development and digital marketing solutions across multiple industries.
- Converted creative concepts into campaign-ready digital content for brands across healthcare, business advisory, caregiving and agency services.
- Combined technical execution, creative production and AI workflow thinking - a strong fit for media evaluation and AI model training tasks.

AI MEDIA EVALUATION & CONTENT QUALITY FIT

Animation / VFX Review	Able to assess visual clarity, movement logic, brand suitability, storytelling flow and quality issues in generated media outputs.
Rubrics & Feedback	Experience translating stakeholder goals into structured prompts, content checks and actionable revision notes.
Dataset Thinking	Comfortable organizing digital assets, labels, links and project references to support repeatable creative workflows.
Educational Content	Can simplify technical and business concepts into clear content sequences for websites, campaigns and social platforms.
Remote Collaboration	Experienced working across projects with clear written communication, feedback implementation and deadline management.

PROFESSIONAL STRENGTHS

- Leadership • Communication • Problem Solving • Team Collaboration • Critical Thinking • Creativity • Adaptability • Time Management • Continuous Learning • Attention to Detail • Written Communication • Verbal Communication • Feedback Implementation • Deadline Management • Industry Trend Awareness