ALEXANDAR IVANOV

djzander.myportfolio.com



Creative Business student and video editor with a music production & live DJing background reaching 2M+ combined streams and views. Skilled across the full video pipeline - concept, filming, and post-production - and now looking to bring that to a fast-paced social content team.

JOB EXPERIENCE

FREELANCE DJ (2020 - PRESENT)

- Built and manage a registered business (Zander Production) covering bookings, client relations, and international logistics.
- Released original tracks and remixes reaching 500K+ Spotify streams and 1.5M+ YouTube views; performed and MC'd at clubs, bars, and private events across 5 countries.
- Sharpened the ability to read an audience and adapt in real time - a skill that carries directly into pacing, tone, and storytelling in video editing.

SYSTEM ADMINISTRATOR - FINANCE HELP LTD (2019 - 2022)

- Resolved hardware and software issues around the office on a part-time, on-call basis; built working knowledge of WordPress.

Freelance Video Editor & Content Creator - Self-employed / University Projects (2022 – Present)

- Manage the full video pipeline end-to-end - concept development, filming (Canon 90D), and editing (DaVinci Resolve, Premiere Pro) - for university, freelance, and personal projects.
- Built a solo content pipeline for Instagram from filming to posting, growing to 1M+ profile views and 5,000+ new followers in two months.
- Contributed to concept development on projects including "What Is This Place?", "Are You Mental?", and an NNO (Noord Nederlands Orkest) content marketing campaign.

EDUCATION

- **NHL Stenden Creative Business** (2022-present)
- **Sofia High School Of Mathematics** (2016-2021)

CONTACT

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SKILLS

- Video Production: pre-production, filming (Canon 90D), editing (DaVinci Resolve, Premiere Pro)
- Content Strategy & Growth (Instagram, social-first content)
- Motion Graphics & Design Tools: Canva, CapCut
- Audio Engineering / Music Production (FL Studio, Logic, Ableton)
- Photography & Editing
- Concept Development
- Adobe Creative Cloud
- Microsoft Office (Word, Excel, PowerPoint)
- Intercultural & International Communication
- Research Skills
- Planning & Deadline Discipline
- Team Leadership & De-escalation