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# Video Testimonial Template





# Opening Shot

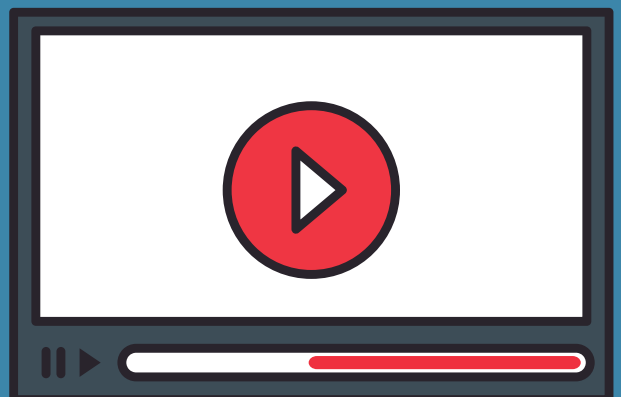
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Logo of the company with a brief animated introduction or a catchy tune.

# Introduction to the Employee

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- Introduction scene with the employee's name and title on screen.
- The employee briefly introduces themselves and their role within the company.



# Background and Initial Challenges

- Cut to the employee discussing their background, why they joined the company, and their initial impressions.
- Include b-roll footage of the employee at work, the office environment, and team interactions.
- The employee shares early challenges faced and how they began to navigate their role.



# The Growth Journey

- The employee discusses a significant project or challenge they encountered.
- Include visuals or animations to illustrate the project or challenges.
- Show the employee in action, coding, attending meetings, brainstorming with the team, etc.
- Highlight support from the company, such as training sessions, mentorship, and team collaboration, with relevant visuals.





# Achievement and Impact

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- The employee details their major achievements or contributions and their impact on the company.
- Include testimonials from colleagues or managers praising the employee's contributions.
- Use graphics or charts to visually represent the achievements or impact (e.g., improved performance metrics, innovation introduced).

# Reflection and Future Outlook

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- The employee reflects on their growth journey, personal achievements, and how the company culture supported their success.
- Discuss future aspirations within the company and upcoming projects they're excited about.
- Include shots that show the employee's engagement with the company culture.



# Closing Remarks

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- A closing statement from the employee about working at the company, directed at potential hires or viewers, highlighting the supportive environment and opportunities for growth.
- End with a call to action, inviting viewers to explore careers at the company or follow the company on social media for more stories.

# Closing Shot

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End with the company logo and/or a "Thank you for watching" message.

- Ensure the video is well-lit and the audio is clear.
- Use background music that fits the company's brand and tone of the story, but make sure it doesn't overpower the dialogue.
- Consider using subtitles for accessibility and to enhance comprehension.





# Visual and Audio Elements

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Contact our team to start building  
together your employer brand