

Anish Arjunan

Creative Director | Video Producer

Experienced Media Professional with a Master's in Journalism and a PG Diploma in Film making, offering a proven track record in producing high-quality video content. Seeking the role of Creative Lead to leverage my creative expertise, team leadership skills, and commitment to brand excellence.

Employment History

Specialist Digital Producer at Annalect (Omnicom Media Group India Pvt. Ltd.), Hyderabad

OCTOBER 2023 – PRESENT

Post-Production Pipeline Management:

- **Client Brief Debriefing:** Collaborate with the team to understand client briefs thoroughly. Ensure alignment with project goals and brand guidelines.
- **Deadline Coordination:** Work closely with creatives to meet project deadlines. Prioritize tasks based on urgency and resource availability.
- **Quality Assurance:** Conduct regular quality checks to maintain high standards. Ensure consistency and adherence to brand guidelines.
- **Bandwidth Management:** Analyze productivity sheets to allocate creative resources effectively. Balance workloads and optimize efficiency.

Team Upskilling and Seminars:

- **Workshops:** Organize workshops and seminars to upskill fellow teammates. Cover industry trends, software updates, and best practices.
- **Collaboration:** Foster a positive team environment by encouraging knowledge sharing and skill development.



Details

Hyderabad, India

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Links

[Linkedin](#)

[Instagram](#)

Skills

Video Production

Design

Script Writing

Photography

Cinematography

Art Direction

Motion Graphics

Visual Graphics

Adobe Premier Pro

Adobe Photoshop

Adobe Audition

Video Producer (Remote) at Mapsted technologies India Pvt Ltd, Hyderabad

NOVEMBER 2020 – SEPTEMBER 2023

- Led the creation of engaging video content, aligning with brand objectives.
- Utilized journalism, photography, and film making skills to produce high-quality videos.
- Collaborated with cross-functional teams to conceptualize and execute innovative ideas.
- Ensured brand consistency across digital, print, and social media channels.
- Managed multiple projects simultaneously, meeting project goals and deadlines
- Produced compelling video content for an impressive roster of clients, including FIFA 2022, IKEA, PepsiCo, Northrop Grumman, EMAAR, and numerous other renowned brands and organizations.

Creative Director | Video Producer at Freelancing, New Delhi

JUNE 2019 – OCTOBER 2020

- **Diverse Collaborations:** Worked as a freelance filmmaker, collaborating with a wide range of organizations, including NGOs like Literacy India and prominent brands such as Dell and Mastercard.
- **Documentary Focus:** Specialized in producing compelling documentaries that showcase the impactful work of organizations and share the inspiring success stories of their beneficiaries.
- **Effective Communication:** Successfully communicated the missions and messages of NGOs to a broader audience through visually captivating and emotionally resonant films.
- **Contributed to Social Campaigns:** Played a pivotal role in contributing to the success of social campaigns and awareness initiatives by creating engaging documentary content.

Video Producer (Consultant) at Urban Company, Gurugram

JUNE 2019 – DECEMBER 2019

- Provided video consultancy services, contributing to the company's digital marketing efforts.
- Developed creative strategies and executed video projects to enhance brand visibility.

Video Producer at Burda Media India, Gurugram

SEPTEMBER 2018 – JUNE 2019

Notable Brands: Produced exceptional video content for prestigious brands, including:

Maxim
Travel + Leisure (T+L)
Asia Spa
Better Homes and Gardens
Millionaire Asia
Discover India
Sports Illustrated

Diverse Project Portfolio: Managed a wide range of projects: Magazine cover shoots
Website videos
Video stories
Events coverage
Social media campaigns
Client projects
Awards and ceremonies

Adobe After Effects

Adobe Illustrator

Adobe Podcast

Midjourney

Chat GPT

Wellsaid

PlayHT

References

Janet White Bardwell from Mapsted Technologies
janet.whitebardwell@mapsted.com

Capt. Indraani Singh from Literacy India
indraani@literacyindia.org

Satya Prakash from Literacy India
satya@literacyindia.org
+919811820233

Pallavi Phukan from Burda Media India
pallavi.phukan@burda.in
+919650122989

Bhavya Sharma from Urban Company
bhavyasharma@urbancompany.com

Fr. Lourduraj from Divyavani TV
+917250711859

Languages

English

Hindi

Malayalam

Tamil

Telugu

Assamese

Working with Celebrities and Models: Collaborated closely with celebrities and models.

Captured their essence through captivating magazine content and videos.
Coordinated photo shoots and directed talent.

Travel Content Creation: Created compelling travel videos: Showcased breathtaking destinations featured in Travel & Leisure and Discover India.
Extensive travel to various beautiful locations.
Skillfully captured the essence and beauty of each place.

Blend of Skills: Seamlessly combined storytelling techniques, creative direction, and technical expertise. Produced visually stunning and engaging videos tailored for specific platforms and campaigns.

Client Collaboration: Worked closely with clients to: Understand their objectives. Translate their visions into captivating video campaigns.
Create videos that effectively convey messages, strengthen brand identities, and increase brand awareness.

Senior Digital Editor at Burda Media India, Gurugram

FEBRUARY 2017 – AUGUST 2018

- Managed digital content strategy for website and social media platforms.
- Created and curated engaging write-ups, articles, reviews, and video content.
- Crafted compelling written pieces capturing travel destinations' essence.
- Tailored content to target audience and brand objectives.
- Produced captivating videos, bringing destinations to life.
- Monitored industry trends and audience preferences for relevant content.
- Explored innovative ways to enhance user engagement and storytelling.
- Maintained brand consistency and upheld high editorial standards.
- Collaborated with a passionate team to inspire memorable journeys.

Production Manager at Divyavani TV, Hyderabad

OCTOBER 2015 – JANUARY 2017

- Oversaw operations and production of Divyavani TV from launch (2016) to early 2017.
- Responsibilities included studio management, program supervision, production coordination, and more.
- Prioritized smooth studio functioning through efficient equipment management and scheduling.
- Fostered a collaborative and creative working environment for production teams.
- Provided guidance and support to ensure program alignment with channel objectives.
- Managed production timelines, resource allocation, and quality control for finished products.
- Handled advertisers, managed relationships, and coordinated advertising slots and campaigns.
- Contributed to revenue generation while upholding the channel's integrity.

Director | Cinematographer at Filmgate Motion Pictures LLP, New Delhi

MARCH 2013 – SEPTEMBER 2015

- Created and directed exceptional video content for diverse clients, including Dell, National Health Mission, Literacy India, and more.
- Leveraged cinematography expertise to capture stunning visuals and craft captivating narratives.

- Collaborated with clients to understand objectives and translate visions into compelling video content.
- Produced emotionally impactful documentaries and social awareness videos for CSR activities.
- Produced commercials for renowned brands such as Karcher and Pizza King, blending artistry with branding.
- As a managing partner, oversaw overall business operations, project management, and client relationships.
- Fostered a collaborative and creative environment, nurturing a talented team to consistently deliver high-quality video content.
- Showcased creativity, technical skills, and passion for storytelling through my work at Filmgate Motion Pictures.

Cameraman (Intern) at Doordarshan Mandi House, New Delhi

SEPTEMBER 2013 – OCTOBER 2013

- Gained hands-on experience in camerawork during an internship.

Photographer (Freelance) at Mangalam Publications , New Delhi

SEPTEMBER 2012 – MARCH 2013

- Worked as a freelance photographer, contributing visual content to Mangalam Newspaper.

Education

PG Diploma in Cinema (Cinematography & Direction) at Asian School of Media Studies, Noida

2011 – 2013

Msc. Mass Comm. Advertising & Journalism & at Punjab Technical University, Jalandhar, Noida

2011 – 2013

Certifications

Career Essentials in Generative AI by Microsoft and LinkedIn at Microsoft

NOVEMBER 2023

Master In-Demand Professional Soft Skills at LinkedIn

NOVEMBER 2023

Collaboration Principles and Process at National Association of State Boards of Accountancy (NASBA)

OCTOBER 2023

Leadership: Practical Skills at Project Management Institute

OCTOBER 2023

Team Building Specialty Certification at Project Management Institute

OCTOBER 2023

Managing a Diverse Team at National Association of State Boards of Accountancy (NASBA)

OCTOBER 2023

Inspirational Screenwriting by Paul Castro at Udemy

MAY 2020 – MAY 2020

Awards

Best Film - Shoot4Earth International 24-hour video-making competition for the environmental-friendly world-2013, Budapest

APRIL 2013

Budapest Film Festival

Portfolio

Video

Mapsted

Maxim - Pro Kabaddi Stars Decode A Gentleman's Winter Wardrobe

Maxim Model Takeover For The September Issue

Behind the Scenes at The Oberoi, New Delhi with Travel + Leisure, India & South Asia

An Asian Affair, T+L India Masterclass at Conrad Bengaluru

T+L BTS: May 2019 Cover Shoot: Padma Lakshmi

T+L Grand Hyatt Kochi Bolgatty

T+L Interview With Nushrat Bharucha

T+L BTS: Feb 2019 Cover Shoot: Nushrat Bharucha

T+L Find Out What Kind Of A Traveller Rakul Preet Singh Is.

T+L Omya, The Oberoi Delhi

Maxim Muse

Literacy India - Project Nandini

Literacy India Financial Literacy Udaan Documentary (Hindi)

Literacy India - Literacy India since 1996|Celebrating 25 years |SBI Cards CSR Support|Empowering Girl Child|Skill

Literacy India - Covid-19 Awareness Animation Film

Literacy India - Art Showed the Way

Literacy India - Sampurna Shiksha aided by CAF-ORACLE

Literacy India - Dell Youth Learning Lab Literacy India Empowering Community & Leveraging Technology