

# Kshiteej Sawhney

## Video Producer - Video Editor - Videographer


Creative video professional with 8 years of experience in shooting, directing and editing TV commercials, documentaries, corporates, and digital content for international brands. Strong attention to detail combined with great storytelling and project management skills. Extensive experience working on all aspects of video production. Passionate, collaborative, self-motivated, and always striving to deliver the highest quality.



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## Work Experience

- Video Producer/Editor/Videographer, Skills for Change (Volunteer)** Dec 2019 - Present
  - Managed the videography and filming of all organization's events and the editing of raw footage to produce completed video promos for marketing needs
- Video Producer/Editor/Videographer, gang&lani media** Jan 2020 - Mar 2020
  - Created video content and assets by utilizing shot footage and motion graphics to bring video requests to life
  - Developed and pitched marketing strategies to better assist the organization and its clients
  - Conceptualized and produced a video podcast series for public consumption on Instagram, Facebook, Twitter and other social media channels
- Video Producer/Editor/Videographer, Regent Park Film Festival** Nov 2019 - Nov 2019
  - Produced and edited promotional material including red carpets, forums, parties, sessions and other events for digital promotion
  - Worked closely with the Head of Festival to determine best practices and results
  - Guided and helped the Social media team for the distribution of video content across all social media platforms
- Creative Director (Video), VDK Eduventures** Nov 2018 - Sept 2019
  - Created digital content for the company's YouTube channel which crossed a total viewership of over 80 million and gained subscribership of over 2.25 million
  - Supervised and mentored a team of producers, editors, and graphic designers to produce new digital videos and promotional campaigns for ongoing programs and shows
  - Conducted pre-production meetings and creative strategy training sessions
- Video Producer/Editor/Videographer, WhiteBalance (MediaMonks India)** Aug 2012 - Feb 2018
  - Produced and edited eye-catching commercials and branded content for brands like Honda, Ikea, Pepsi, Airtel to name a few
  - Coordinated all aspects of the video production including scripting, storyboard design, shot-list, cast selection, set design, principal photography and editing
  - Collaborated with a team of cinematographers, graphics artists, music composers, casting agents, and other vendors

○ **Brand Executive, Bates CHI & Partners**

Mar 2011 - Jul 2012

- Liaison between the client and graphic designers; determined client needs, wrote creative briefs, and directed the creatives
- Researched and analyzed consumer behavior, new market trends and competitor activity that helped in formulating successful brand building strategies
- Launched successful print and digital campaigns for Hitachi, Fortune Magazine, Max Bupa Health Insurance

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## Skills

### Software Skills

Adobe Creative Suite (Premiere Pro, After Effects, Illustrator, Photoshop, Audition, Media Encoder, Indesign), Final Cut Pro, Logic Pro X, MS Office, G-Suite, Basecamp, Windows OS, MAC OS

### Camera Skills

RED, ARRI, Canon EOS DSLRs, Sony α series, Blackmagic URSA Mini Pro, 3 Point Lighting, Frame & Composition Sense

### Soft Skills

Attention to Detail, Collaborative, Resourceful, Organized, Good Verbal and Written Communication Skills, Proven Track Record, Positive Attitude, Problem Solver, Multitasker

## Education

- **Master of Business Administration (Marketing)** May 2009 - Mar 2011  
Jagan Institute of Management Studies
- **Bachelor of Business Administration (Marketing)** Aug 2006 - Mar 2009  
Guru Gobind Singh Indraprastha University