





NITESH ASRANI

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CORE SKILLS

Video Production
Video Editing
Motion Graphics
Filming (Drone & Camera)
Photography (Drone & Camera)

TECHNICAL SKILLS

Adobe Premier Pro
Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Lightroom
Adobe Bridge
Cinema 4D

ADDITIONAL

Content Management
Content Publishing

PROFESSIONAL DEVELOPMENT

Filming Basics at AFTRS
Presentation Skills
HTML & CSS Skills

EDUCATION

Bachelors of Applied Design (Digital Media):
Billy Blue College of Design
July 2010 - July 2011

Associate Degree in Multimedia
Billy Blue College of Design
July 2008 - June 2010

Certificate III in Design Fundamentals:
Billy Blue College of Design
Feb. 2008 - June 2008

PROFILE

Video Producer / Editor who has a passion for making brands move. For over 8 years I have been helping brands tell their stories through visuals that come to life on a variety of screens. I specialise in creative video strategies that help brands develop market awareness and help drive sales. I have worked with a variety of start-ups, national charities, design/branding agencies and multinationals to develop their video strategies.

LATEST ROLE

Video Producer / Editor - NetComm

September 2014 - July 2019

NetComm is a global developer and supplier of broadband products to internet service providers, telecommunications carriers and governments. The primary aspect of my role was to increase brand presence, promote the company culture and help drive sales through innovative visual content.

Responsibilities:

- Provided end to end support to internal and external stakeholders in video production for NetComm's Website, Social Media and Expo Events
- Lead video production for all social media in collaboration with social media manager from brief to delivery
- Lead internal video production in collaboration with internal stakeholders and people & culture department from brief to delivery
- Coordinated and maintained NetComm's video production library
- Managed and maintained the company's video and still photo equipment
- Lead and developed video production strategies in collaboration with senior management, from brief to delivery
- Captured video and audio from all NetComm's major live events
- Presented monthly report and status update to the senior management
- Project managed shoots that required content to be filmed globally
- Assisted in finding new ways videos can support NetComm's strategy and lead the roll-out of agreed improvements

Major Achievements:

Setup Motion / Video Brand Guidelines

One of my first initiatives at NetComm was to ensure that I tell the NetComm story, with consistency and in motion. When the company undertook a re-branding which was carried out in-house, I took the responsibility of creating comprehensive motion guides and templates which would bring key brand elements to life. This helped increase NetComm's marketing team's efficiency and helped to keep a consistent look in future video productions.





Collaboration with nbn and Ericsson

A common misconception by NetComm's potential customers was that of it being a small local Australian company, which was quite the opposite. I created a strategy where I would create a case study video on the success of NetComm's key clients, nbn and Ericsson. This was a very challenging task as the video would need to be filmed globally and service the needs of 3 different companies with each company needing a moment to shine. This case study was highly successful and it was used at nbn and Ericsson events to promote NetComm. This helped drive market awareness of NetComm's product and service offering and winning 3 other multi-million-dollar global contracts with AT&T, Nokia, and British Telecom. This was highly appreciated by the entire Leadership team at NetComm.

Studio Setup

NetComm wanted to reduce the reliance on outside resources, to achieve this I created a dedicated studio that could be used for both photos and videos. This studio was used for a variety of videos, including green screen videos. Other business teams like People & Culture used this studio for new staff photos. Having the studio in-house reduced reliance on the availability of external resources, created value for the marketing team, reduced overhead costs by almost 60% and created a fast working environment.

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Create NetComm Production Library

A key component in any in-house marketing department is to have an extensive library of production content that is readily accessible for any urgent business requirement that may arise. I created an in-house server-based production library with content that was indexed with meta-data for easy searching. This assisted the video production and help the marketing team reduce lead time on video production. These production assets were immediately available online for journalists and NetComm's partners. By implementing this production library, the enquiries regarding these assets were reduced by 40%, which increase efficiency.

PAST ROLES

Motion Designer - Mandoe Media

September 2013 - September 2014

Mandoe Media is an Australian company specialising in the development, implementation, and operation of digital advertising and marketing solutions. My role in this company was of a Motion Graphic Designer, designing graphics for screen content and liaising with external clients to deliver content efficiently.

Responsibilities:

- Project managed with external customers to process assets for weekly video production
- Managed and uploaded weekly video content onto the company's digital asset management platform
- Developed video content strategies to win new and retain existing business in collaboration with the in-house design team

Major Achievements:

Setup Design Templates

Mandoe's main clients were retail outlets, these chain stores ran weekly/daily specials which required to be on screen on a tight turnaround. One of my principal tasks at Mandoe Media was to set up design templates for all existing clients. This resulted in weekly and daily video production running smoothly under tight deadlines and improved video standards and design consistency. By executing this strategy, I reduced the turn around time for videos by 40%.

Create and Maintain Production Library

As Mandoe media was a new technology start-up, video production was included as value-added services. I was responsible to create their production library for produced content. This assisted in the design and the video assets easily accessible for projects. This ultimately enabled the design team to reduce turn around times on deliverables by 60%.

Motion Designer / Editor - Interbrand

March 2013 - August 2013

Interbrand is a multi-award winning studio in Sydney that was granted numerous awards including the Campaign Asia-Pacific Specialist Agency of the Year for 2011. My role in this company was of a Motion Graphic Designer and to assist the Senior Motion Designer. At Interbrand, I had the opportunity to work on videos for a variety of clients including Telstra, Alzheimer's Australia and Griffin Theatre to name a few.

Responsibilities:

- Leading the production of hype reels for award nomination entries
- Liaising with Senior Motion Designer and Creative Director to create pitch content for new businesses
- Producing regular hype reels for completed branding projects for their portfolio site

Production Assistant / Designer - Films and Casting Temple





November 2009 - July 2012

An international production, casting, and consultancy firm based in Fox Studios Sydney. My role in this company started as a production runner and later was promoted to production assistant and graphic designer.

Responsibilities:

- Project Managed travel and accommodation for local/international crew during movie shoot.
- Designed print and web documents for internal and external clients.
- Filmed and edited casting and recce videos.

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FREELANCE ROLES

Video Editor / Motion Designer - XPO Brands

I was assigned to design and create hype reels for use on their website and social media for their market promotion services.

Motion Graphic Designer - Candid Projects

I was assigned to project manage an external client to create a series of infographic video content.

Assistant Editor - Fremantle Media Sydney

I was responsible to edit webisodes for their TV Show 'Farmer Wants a Wife' to be used as extra content on the website to increase viewer engagement.

Motion Designer - Star Media Platinum

My role included designing and production of motion graphic ads for cinema.

Motion Designer - AMVI Sydney

I was the lead designer to create online campaigns and viral content that required motion graphics to increase viewer interest.

Motion Designer - The Monkeys Cobbler

Design and produce motion graphic content and template for large award ceremonies.

Motion Designer / Video Editor - Creative License Digital

Create online promotional videos for their iPhone Apps and create awareness for the new Apps through viral video content.