

# NITESH ASRANI

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▶ **Video Production Showreel**  
[www.vimeo.com/342197446](https://www.vimeo.com/342197446)

▶ **Motion Graphics Showreel**  
[www.vimeo.com/329248166](https://www.vimeo.com/329248166)

## CORE SKILLS

Video Production / Editing  
Creative Video Strategy  
Project Management  
Client Relationship Management  
Cinematography and Lighting

## TECHNICAL SKILLS

Adobe Premier Pro  
Adobe After Effects  
Adobe Audition  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dreamweaver  
Adobe Lightroom  
Adobe Bridge  
DaVinci Resolve

## ADDITIONAL

Content Management  
Content Publishing  
Project Management  
Team Coordination  
Video Livestreaming

## 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 Production Specialist who is passionate about telling stories that bring brands to life and make brands move. For over 10 years I have been helping brands tell their stories through visuals that come to life on various platforms. I specialise in creative video strategies for a wide variety of organisations, ranging from start-ups to national charities, design/branding agencies and multinationals.

## LATEST ROLES

### Senior Video Editor - DDB Sydney

April 2023 - Present

DDB Sydney, a leading full-service advertising agency specialising in integrated communications. As a Senior Video Editor, I am entrusted with overseeing the entire post-production video pipeline for the Sydney office.

#### Responsibilities:

- **Spearheaded the upgrade and management of the edit suites** at DDB's Sydney office, ensuring they are equipped with cutting-edge technology. Implemented crucial advancements, including cloud-based data storage using Pixit Media and Teradici for seamless remote access, essential for critical TVC delivery.
- Successfully **produced and managed the delivery of high-end TVCs** for McDonald's Australia, ensuring exceptional visual storytelling and brand representation in alignment with client requirements and creative direction.
- Collaborate closely with creative teams, clients, and directors to understand project visions, offering expert insights and ideas to enhance the final video products.

### Senior Video Producer / Editor - WeMOV

January 2021 - Nov 2022

WeMOV (We Make Online Videos) are an award-winning video production company that has offices in Melbourne, Sydney and Brisbane. My primary responsibility was to manage all aspects of post-production of video projects in the Sydney office.

#### Responsibilities:

- **Manage Sydney post-production pipeline delivery.** This included hiring contractors for project delivery in Sydney and overseas, managing deliverables with filming agencies and pre-production teams and organising project timelines.
- Liaised with Melbourne office (Head office) for project resources, budget and timelines. Provided project updates to all the teams every week and **managed delivery of intra-team collaboration work.**
- Maintained client relation in NSW, including government agencies such as Office of Children's Guardian. I was actively involved in on-location shoots, working with clients to understand their requirements and creative vision for video projects to ensure on time and acceptable delivery.
- **Mentored and trained junior editors** to achieve BAU video production tasks within Sydney. I assigned tasks, reviewed their deliveries, and provided feedback to ensure tasks met based on clients' requirement brief.

### Video Producer / Editor - Qantas

August 2019 - April 2020

Qantas is one of the largest airlines in the world and the flag carrier of Australia. My primary responsibility in this role was to oversee the Centenary Project, a series of special marketing video projects set up to celebrate 100 years of Qantas.

#### Responsibilities:

- Directed and **filmed major stakeholders** for internal and external communication for instance Alan Joyce's video message supporting LGBTQI community.
- **Edited travel content** for state tourism boards like Destination NSW and Tourism Northern Territory to promote travel in accordance with both state and territory guidelines and Qantas brand guidelines.
- Led video production from brief to delivery for all Qantas's social media platforms in collaboration with social media manager.
- Coordinated and advised other video stakeholders in the company to manage video projects for international tourism boards like Visit Cali.

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## 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 several governments. The primary focus of my role was on improving brand presence, promoting company culture and helping drive sales through innovative visual content.

### Responsibilities:

- Led video production for all in-house e-learning content in collaboration with Head of Training, which included live video with 2D animations and motion graphics.
- Provided end-to-end support to internal and external stakeholders in video production for NetComm's Website, Social Media and Expo Events.
- Directed and filmed on-screen interviews with senior leaders and professional actors for several video case studies. This included interview videos with CEO and CFO of the company to present at international Expos.
- Presented monthly report and status updates to senior management about marketing video projects and product videos in the pipeline.
- Project managed shoots globally by liaising with external agencies. I then carried out post-production in-house as per video brief.
- Managed and maintained company's video and still photography equipment.
- Led and developed production strategies in collaboration with senior management.
- Produced and managed live-streaming of all major events at NetComm and published it for on-demand viewing.

### Major Achievements:

**Improved brand awareness for NetComm** – Formulated a brand recognition strategy through case study videos, resulting in increased market awareness and winning 3 multi-million-dollar global contracts with major clients, including AT&T, Nokia, and British Telecom. Highly appreciated by NetComm's Leadership team.

**Created comprehensive motion guidelines and templates** – these motion guidelines were essential to NetComm's marketing team as it gave a clear stance on how the brand uses animation consistently and efficiently. **This increased the efficiency of the marketing team and ensured a consistent approach being used across all video productions.**

**Curated NetComm Production Library** – implemented an in-house server-based production library for archiving and use in future video productions. **This reduced the time to service journalists' and NetComm partners' enquiries by 40% and increased overall marketing team's efficiency.**

**Studio Setup** – set up a dedicated studio for still photography and motion video projects, including green screen videos, to reduce reliance on external resources. **This resulted in a 60% reduction in overhead production costs and enabled faster delivery.**

## 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. As a Motion Graphic Designer, my role primarily involved designing graphics for screen content and liaising with external clients to deliver content efficiently.

### Responsibilities:

- Project managed 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** – to enable quicker turnaround times on the weekly specials videos of Mandoe's retail clients, I set up customized design templates for each client. These templates benefited Mandoe **by reducing production time and increasing company's capacity to take on more clients.**

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**Create and Maintain Production Library** - created Mandoe's production library and its management plan for produced content. This assisted in the design and video assets being easily accessible for projects and **reduced turn-around times for the design team's deliverables by 50%**.

## Motion Designer / Editor - Interbrand

March 2013 - August 2013

Interbrand is a multi-award winning studio in Sydney. I was a Motion Graphic Designer / Editor in the agency to assist the Senior Motion Designer. At Interbrand, I worked on projects for a variety of clients including Telstra, Alzheimer's Australia and Griffin Theatre.

### Responsibilities:

- Led the production of hype reels for award nomination entries.
- Liaised with Senior Motion Designer and Creative Director to create pitch content for new businesses.
- Produced regular sizzle 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:

- Designed print and web documents for internal and external clients.
- Managed, filmed and edited casting and location scouting videos.
- Performed pre-production duties such as crew bookings and call-sheets.
- Project managed travel and accommodation for local and international crew during shoots.

## FREELANCE ROLES

### Video Editor / Motion Designer - HipFlask

Edited video content for online training material for Houdini, which is an industry-leading 3D animation software application. The edited tutorial videos are now a core element of the standard online training material at HipFlask.

### Video Editor / Motion Designer - XPO Brands

Designed and created sizzle reels for use on their website and social media for their market promotion services. These sizzle reels were used to display their various product offerings on the website.

### Motion Designer - Candid Projects

Project managed the creation of a series of info-graphic video content for Boston Consulting Group (BCG).

### Director and Editor - Landor

Directed and edited the highlight video trailer for the event "Wake up with Landor". This was a breakfast talk series that focused on identifying hurdles to innovation in Australia and how overcoming these could drive a culture of innovation in many kinds of businesses.

### Assistant Editor - Fremantle Media Sydney

Edited webisodes for their TV Show 'Farmer Wants a Wife' to be used as behind the scene on-demand content on the website to increase viewer engagement.

### Motion Designer - The Monkeys Cobbler

Designed and produced motion graphic content and templates for large award ceremonies that are currently being used by the firm.

### Motion Designer / Video Editor - Creative License Digital

Created online promotional videos for the company's iPhone Apps and created awareness for the new Apps through viral video content.