

ADVIT SETH

A media professional producing and editing video/motion graphic content for brands on digital platforms.

ABOUT

With over 7 years of experience as a proficient creative expert, I excel in overseeing video projects from inception to completion. My expertise lies in driving high-quality video production initiatives through successful partnerships with talent, producers, vendors, directors, and freelancers to accomplish production objectives and meet deadlines within budget constraints.

My skills extend to managing various facets of production, including conceptualization, cinematography, video editing, motion graphics, video and audio curation, and color grading. I am capable of optimizing efficiency in solo and collaborative settings.

WORK EXPERIENCE

Lenovo - FEB 2022 - FEB 2024

VIDEO EDITOR & MOTION GRAPHICS ARTIST WORLDWIDE SOCIAL MEDIA - FULLTIME

Duties and Responsibilities:

- Creating video content for YouTube, LinkedIn, Facebook, TikTok, Twitter & Instagram. Initiated content creation for YouTube Shorts
- Own end-to-end editing for short and long format projects independently as well as with a team of Animators and Social Media Specialists.
- Use motion graphics to edit together content that promotes Lenovo's brand.
- Brainstorming new concepts/series ideas
- Re-purposing existing content to tell a compelling brand story..

Youtube Space | Google - MAY 2021 - SEP 2021

EVENTS COORDINATOR | PRODUCTION SPECIALIST - CONTRACT

Duties and Responsibilities:

- Creating APAC YouTube NextUp Creators event setups and organising logistics (webinars, online workshops).
- Ensure effective production of videos for the training modules.
- Ensuring post-event production of after-event films, presentations and emails.
- Working with YouTube Spaces team supporting India Partnerships and Development teams to schedule and deliver virtual workshops for YouTube Creators at scale.
- Communication with creators, cross-functional colleagues and local vendors for meeting goals within the planned timelines.

Trusted Media Brands (TMB) - OCTOBER 2020 - MAY 2021

ASSOCIATE PRODUCER AND VIDEO EDITOR - FULLTIME

Duties and Responsibilities:

- Create & curate unique video content strategy in accordance with brand sensibilities & campaign plan for user generated content.
- Ensuring of 3D design / motion graphic elements and simultaneously working on different editing softwares.
- Work on multiple projects simultaneously with the team of Editors and Associate Producers in most planned and efficient manner to deliver quality videos by required timeline.
- Ensuring correct graphics packaging and timely delivery of assets.
- Spearheading the brand from India front to win **FailArmy** it's first **Webby Award 2021** in the Humor Category.
- Train and Supervise multiple Editors and Graphic designers to execute videos for social media handles - TikTok, YouTube, Facebook, Snapchat and Patreon.



WEBSITE & SHOWREEL

www.advitseth.com

TECHNICAL SKILLS

- Producing
- Editing
- Motion Graphic Designing
- Colour Grading
- Cinematography
- Film Direction
- Social Media Marketing

SOFTWARE SKILLS

- Final Cut Pro X
- Adobe Premiere
- Adobe Photoshop
- Adobe After Effects
- DaVinci Resolve
- Blender
- Cinema 4D (Basic)
- Unreal Engine (Basic)

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[Linkedin](#)

EDUCATION

- Sound Design and Programming Certification (Batch of 2020)

Satyajit Ray Film & Television Institute

- Filmmaking Foundation course (Batch of 2018)

FTII, SKIFT

- Master of Business Administration International Marketing & Entrepreneurship (Batch of 2017)

Institute of Management, Nirma University

- Digital Marketing (Batch of 2021)

Digital Vidya (Virtual)

- Bachelors in Business Administration (Batch of 2014)

JIMS Kalkaji, Guru Gobind Singh Indraprastha University

- Commerce (Batch of 2011)

Cambridge School Noida

REFERENCES:

Taylor Wilson
Manager, Social Media Content & Brand Engagement
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Devika Prasad
Creative Producer, Munx Studios
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Anand Kalpakaserry
Animator/Editor, Lenovo
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MUNX STUDIOS - OCTOBER 2018 - PRESENT

PRODUCER AND VIDEO/MOTION GRAPHIC EDITOR - FREELANCE

Duties and Responsibilities:

- Craft Digital Video content for brands.
- Assist in the marketing pipeline.
- Heading the post production department.
- Delivering final packaged content with multiple levels of quality check.
- Editing the final cut and working on 2D/3D graphics as and when required.
- Communication link between the client and the company.

Notable Clientele:

- Kia, Realme Smartphones, Samsung, Eicher, Royal Enfield, Indulge Global etc.

LIBRA MEDIA GROUP - OCTOBER 2017 - SEPTEMBER 2018

ASSOCIATE VIDEO PRODUCER AND EDITOR - FULL TIME

- Documentary-style and corporate video production: acting as one-person crew as well as part of a small team to set dress, light, capture audio, and operate video cameras for in-studio or on-location shoots
- Independently manage complete post production workflow.
- Supporting the creative team with storytelling
- Screening, assorting, selecting and editing our video footage
- Music/sound editing and color grading
- Interdepartmental collaboration with creative team, product management, design/graphic team, copy writing, etc.
- Taking care of 3D design / motion graphics
- Creation and design of edits for various channels and platforms
- Design of content assets and online advertising materials as well as optimization of existing material

CUTSHORT JULY 2017 - SEPTEMBER 2017

VIDEO CONTENT CREATOR & DIGITAL MARKETER - CONTRACT

- Conceptualised, Edited and Directed multiple motion graphic videos as part of a digital content bank created for a social media marketing campaign aimed at brand awareness for CutShort.
- Content Bank Creation & Management highlighting services offered at CutShort, conceptualised, produced, directed and edited multiple videos

THE CRAZY ANTS STUDIO JUNE 2015 - OCTOBER 2016

ASSISTANT VIDEO PRODUCER & EDITOR - FREELANCE JOB

Freelance Editor for diverse domains -

- Pre Wedding & Wedding Films
- Edunova Commercial film
- Mercedes AV for Benchmark cars

PERSONAL PROJECTS

GOA PRE WEDDING - A RIDERS LOVE STORY

NAUKA DAUD - DOCUMENTARY SHORT

SAILING IN GOA