

Anil Pappu

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SUMMARY

- Showcased 9.4 years of diverse experience in video production and cinematography across a range of industries.
- Currently leading a 7-member cross-functional creative team, overseeing end-to-end video production processes.
- Demonstrate proficiency in a wide range of skills such as Photography, Cinematography, Video Editing, Graphic Designing, videography, Colour grading, and project management.
- Spearhead the successful establishment of e-learning and entertainment startups, highlighting exceptional leadership and organizational skills.
- Exhibit exceptional skills in handling Canon & Sony DSLR & Cine Cameras like Red to deliver 4k & 6k 10 Bit colour graded video output.
- Utilized cutting-edge editing software to craft visually stunning videos, delivering polished and professional final products.
- Managed end-to-end video production processes, from storyboard creation to final delivery, with meticulous attention to detail and adherence to project timelines.
- Cultivated strong client relationships and consistently delivered exceptional results, earning a reputation as a trusted and reliable video production specialist.

"Anil Pappu's video production and editing expertise was instrumental in creating several high-quality video presentations that significantly boosted my presales efforts at Object Technology Solutions India. Anil possesses a deep understanding of video editing principles and leverages them to craft engaging and informative content.

I highly recommend Anil for any company seeking a skilled and creative video editor to produce high-impact explainer videos, product demos, or marketing content."

~ Vinod Mani, BA, Solution Architect, OTSI.

SKILLS

- Video Production Planning
- Lighting and Compositing
- Aerial Photography
- Project Management
- Advanced Video Editing
- User Experience Enhancement
- Brand Development
- Audience Engagement
- Online Course Development
- Creative Direction
- Team Leadership
- Colour Grading Techniques
- High-End Camera Operation
- Visual Storytelling
- Content Creation

EXPERIENCE

OTSI

Video Production – Lead

- Spearheaded and mentored a diverse team comprising video editors, cinematographers, motion graphics artists, and designers, guiding them seamlessly through the entire production process from pre-production to postproduction, resulting in the delivery of top-tier edited output.

HYDERABAD

July 2018 to Present

- Provided comprehensive end-to-end support to produce over 10 online courses and 30+ motivational talks on YouTube, overseeing all aspects from script ideation to scheduling, lighting, compositing, directing, editing, and publishing, driving success for multiple startups.
- Produced captivating video content for advertising campaigns and branding initiatives, contributing to the creation of 500+ promotional marketing videos distributed across various social media platforms.
- Collaborated closely with clients and the creative team to strategize and execute video shoots, as well as internal and external branding activities, ensuring alignment with organizational objectives and brand messaging.

INCNUT DIGITAL PVT. LTD.

HYDERABAD

Video Editor & Cinematographer

Sep 2016 to March 2018

- Spearheaded the creation of over 50 captivating VSLs and marketing videos for the Style Craze YouTube channel, amassing a substantial following of 500k subscribers.
- Orchestrated the shooting schedule in collaboration with the creative director, orchestrating over 100 shoots and executing meticulous pre-production tasks such as location scouting, set design, and prop procurement.
- Crafted compelling video content for a diverse clientele, including prominent inhouse brands such as KREA hair styling products, PediKlear, and Royal Indulgence skin and hair care products, as well as renowned external brands like Dabur, Cipla, Mattel, Dove, and O2 Spa.
- Expertly operated professional-grade video cameras and lighting equipment, ensuring the capture of pristine, high-quality footage for optimal viewer engagement.

PRASHMAX PHOTOGRAPHY

HYDERABAD

Video Editor & DSLR Cinematographer

July 2014 to April 2016

- Captured and edited over 50 Indian weddings and various event types with precision and creativity.
- Served as a Cinematographer and editor for a multitude of fashion shoots, conceptual projects, and short films, including web series

EDUCATION

B.Tech – ECE

KAKINADA, Andhra Pradesh.

Adarsh College of Engineering

2009-2013

ADDITIONAL INFORMATION

- Assembled and led a dynamic team of video editors, motion graphics designers, and cinematographers to deliver exceptional results.
- Directed and produced five original music videos, showcasing versatility and storytelling prowess.