

Purnendra Gupta (Senior Video Creator)

Portfolio - <https://purnendragupta.in/>

Phone - 7897574185

Email - purnendrakumargupta@gmail.com

LinkedIn - <https://www.linkedin.com/in/purnendragupta/>

Summary - A video creator with **6+ years** of experience in script writing, cinematography, 2D & 3D animation, editing, and directing. Seeking a collaborative organization that nurtures the imagination.

Education -

B. Tech. (ECE), NIT Allahabad

Work Experience -

GreyOrange, Gurugram, Haryana

Senior Video Creator | Oct. 2023 to Present

- *Produced a series of dynamic videos to enhance worldwide sales of robotics, optimize onboarding processes, catalyze marketing expansion, and fortify sales initiatives.*

GreyOrange, Gurugram, Haryana

Video Creator | Oct. 2021 to Oct. 2023

- To launch new robots across the globe to potential customers, created various product and feature videos, resulting in increased customer acquisition for the organization.
- Developed explainer videos to efficiently onboard customers and new employees to the warehouse automation industry, thereby reducing time to proficiency.
- Created marketing videos to drive revenue growth and enhance customer engagement globally, resulting in a more effective marketing strategy.
- Collaborated with the sales team to create customized video presentations for potential clients, effectively communicating the company's capabilities and expertise.

Drivezy, Bangalore, Karnataka

Creative Video Maker/Video Creator | June 2018 to March 2020

- Wrote, edited, directed, and executed the production of different video content, including commercials, interviews, PR events, and employer branding.
- Maximized production efficiency by utilizing low-budget videography and photography techniques.
- Partner with the marketing team to infuse the brand's distinct tone and image into videos.

- Boosted brand visibility through YouTube channel management, resulting in 10 million views in a year.
- Efficiently managed the video team to meet project deadlines while effectively coordinating with cross-functional departments.

TMCV, Allahabad, UP

Video Creator/Editor | Sept. 2015 to May 2018

- Founded TMCV Originals, a successful YouTube channel with 9.1K subscribers and 0.7M views.
- Operated as a multi-disciplinary content creator, performing various roles, including writer, editor, director, cinematographer, sound editor, designer, lyricist, and producer, to produce over 25 high-quality, original short videos, including comedy sketches, trailer parodies, and web series.
- Implemented targeted promotion strategies to reach and engage with the target audience across various colleges and online platforms, contributing to the channel's growth and content.

Skills -

- Video Editing
- Motion Graphics and Animation
- 3D Post-production, Lighting, Animation, Materials, Texturing
- Video Post-Production
- Expertise in camera and lighting techniques for photography and videography
- Proficient in camera handling (Canon 5D IV, Fujifilm XT 4, Fujifilm XT 30 ii, etc.)
- Sound recording experience (Zoom H1, Zoom H4n, RØDE Lavalier GO, etc.)
- Proficient in editing, mixing, and mastering sound
- Creative storytelling and visual concept development
- Effective client communication and needs assessment
- Clear and concise technical information communication to non-technical stakeholders

Softwares -

- Adobe Creative Suite (After Effects, Premiere Pro, Photoshop, Illustrator)
- Final Cut Pro, DaVinci Resolve
- Blender (3D)
- Audacity
- WellSaid Labs, Midjourney