

About Me

Purnendra Gupta

Senior Product Content Specialist

With 9+ years of experience in content creation and creative production, I specialise in leading end-to-end video content that transforms complex ideas into clear, engaging visual stories. Expertise in creative concept development, scriptwriting, directing, video production, editing, and 2D & 3D animation. Owned complete production lifecycle of product videos, feature explainers, launch campaigns, training and sales enablement content. Collaborate with Product, Marketing, Sales, UX and cross-functional teams to deliver impactful content aligned with business goals. Seeking Content Manager, Creative Manager or Creative Producer roles.

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Education

MNNIT Allahabad
B.Tech (Electronics & Comm.)
2014 – 2018

KEY SKILLS

Video Editing
2D Animation
3D Animation
Cinematography
Videography
Visual Concept Dev.
Content Strategy
Creative Direction
Project Management
Stakeholder Management
Storyboarding
Motion Graphics
Scriptwriting
Brand Communication

SOFTWARE

Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Adobe Illustrator
Adobe Lightroom
Blender (3D)
Wellsaid

HOBBIES

Guitar
Movies
Chess
Finance

Work Experience

Senior Product Content Specialist
GreyOrange | Gurugram, Haryana — Nov 2023 - Present

- Lead the creation of product-focused creative content, including 3D visualisations, product demonstrations, feature videos, training videos, and sales enablement content for warehouse robotics and software solutions.
- Collaborate with Product Management, UX, Sales, and cross-functional stakeholders to understand product capabilities, audience needs, business objectives, and content requirements.
- Translate complex robotics, automation processes, software functionality, and technical workflows into clear, engaging visual narratives tailored to customers, users, and internal teams.
- Manage creative projects end to end, from requirement gathering and concept development to storyboarding, production, stakeholder reviews, revisions, and final delivery.
- Develop feature-focused and product explainer videos that communicate product benefits, use cases, differentiators, and value propositions across customer and internal touchpoints.
- Create 3D product and process visualisations that demonstrate warehouse operations, automation workflows, throughput improvements, and operational bottlenecks.
- Coordinate multiple content initiatives simultaneously, prioritising projects based on business needs, audience relevance, stakeholder expectations, and delivery timelines.
- Ensure consistency in messaging, visual storytelling, and creative quality across product marketing, training, sales, and go-to-market content.

Video Creator & 3D Artist
GreyOrange | Gurugram, Haryana — Oct 2021 - Oct 2023

- Produced product launch videos, feature explainers, and marketing content to communicate warehouse automation solutions to prospective customers across global markets.
- Managed video production from concept development and scripting to editing, visual execution, stakeholder feedback, and final delivery.
- Created explainer and onboarding videos that simplified warehouse automation concepts and helped customers and new employees understand products and workflows.
- Partnered with Sales and cross-functional teams to develop customised video presentations for prospective clients, aligning creative execution with customer needs and business objectives.
- Translated technical product capabilities into compelling visual stories that highlighted solutions, use cases, and business value.
- Coordinated creative requirements, production schedules, and feedback to deliver multiple video projects within agreed timelines.

Video Creator
Drivezy | Bangalore, Karnataka — Jun 2018 - Mar 2020

- Led the end-to-end production of diverse creative content, including commercials, interviews, PR event videos, and employer branding films.
- Managed video projects from ideation, scripting, and planning through filming, editing, post-production, and final delivery.
- Coordinated with marketing and cross-functional teams to develop content aligned with brand identity, campaign objectives, and communication goals.
- Managed video production resources and applied cost-effective production techniques to maximise creative output within budget constraints.
- Managed the company's YouTube channel and content publishing strategy, contributing to 10 million views in one year and strengthening brand visibility.
- Coordinated video

Founder & Video Creator
Remote — Sep 2015 - May 2018

- Founded and grew TMCV Originals, an independent YouTube channel that achieved 10K subscribers and 700K views through original video content.
- Conceptualised, developed, and produced more than 25 original videos, including comedy sketches, trailer parodies, and web series.
- Led the complete creative production process, covering ideation, writing, directing, cinematography, editing, sound design, and production.
- Developed creative concepts and storytelling approaches tailored to audience interests, platform formats, and engagement objectives.
- Planned and executed content promotion strategies across college communities and online platforms to expand audience reach and channel visibility.
- Managed multiple creative responsibilities independently, overseeing production planning, execution, publishing, and content promotion from start to finish.